



VOLUME 65 APRIL, 1920 NUMBER 1

SMITHSONIAN INSTITUTION
290291
FEB - 5 1920
NATIONAL MUSEUM

The INLAND PRINTER

Leading Trade Journal of the World
in the Printing & Allied Industries

Forty Cents

Monotype Composition

for every purpose



The Monotype is the only composing machine that will handle economically all classes of composition.



Straight matter and intricate tabular work are equally easy for the Monotype.



Catalog, booklet, and other special work requiring combinations of type faces offer no difficulty to Monotype users.



With the new Plate-Gothic Unit more than one-half of the small job work can be composed on the Monotype and cast in justified lines.



The Monotype Type-and-Rule Caster provides all the type, rules, leads, slugs, and spacing material to make every hand compositor 100 per cent efficient.



There is a place for the Monotype in every printshop.

Lanston Monotype Machine Company

PHILADELPHIA

NEW YORK, World Building — BOSTON, Wentworth Building

CHICAGO, Plymouth Building — TORONTO, Lumsden Building

Monotype Company of California, SAN FRANCISCO

280

This Advertisement set in Monotype Series No. 150, Monotype Border No. 251, and Monotype Rule



NATIONAL BANK BOND

Exemplifies the Power of Sales Volume

YOU know how big sales influence quality and price. The combination of fine quality and moderate cost in National Bank Bond is due to its great nation-wide popularity. There are skill and great pains taken in producing National Bank Bond; there is a quarter of a century's life back of it—made always in the same finely equipped mill.

If you are one of those printers who believe in concentrating on one standard good bond paper for your better requirements, a careful examination of samples of National Bank Bond will unfold an opportunity to specialize on a paper that will answer for ninety per cent of your needs.

Every feature of National Bank Bond is thoroughly standardized. It is *white* when it's white and *blue* when it's blue. The tints are such as appeal to business men for forms where color is used for quick identification. National Bank Bond takes printing, engraving or lithographing perfectly. For such forms as order-blanks, memorandum-books, checks and certificates it is just the thing, because it is strong enough, looks impressive and takes ink and pencil writing easily. *It is the paper that's made for repeat business.*

Established 1844

J. W. Butler Paper Company

Chicago

Distributors of "Butler Brands"

Standard Paper Co.	Milwaukee, Wis.
Missouri-Interstate Paper Co.	Kansas City, Mo.
Mississippi Valley Paper Co.	St. Louis, Mo.
Southwestern Paper Co.	Dallas, Tex.
Southwestern Paper Co.	Houston, Tex.
Pacific Coast Paper Co.	San Francisco, Cal.
Sierra Paper Co.	Los Angeles, Cal.
Printers & Publishers Paper Co.	Detroit, Mich.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
Commercial Paper and Card Co.	New York City
American Type Founders Co.	Spokane, Wash.
National Paper & Type Co. (export only)	New York City
National Paper & Type Co.	Havana, Cuba
National Paper & Type Co.	Mexico City, Mexico
National Paper & Type Co.	Monterey, Mexico
National Paper & Type Co.	Guadalajara, Mex.
National Paper & Type Co.	Buenos Aires, Argentine Republic
National Paper & Type Co.	Guaymas, Mexico
National Paper & Type Co.	Lima, Peru

BUTLER·BRANDS · PAPER · THE BEST ·

TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET
SPECIAL MAGAZINE
MACHINE FINISH
TICONDEROGA FINISH

MUSIC
EGGSHELL
SCHOOL TEXT
ANTIQUE LAID

Uniformity

SALES OFFICE, 200 FIFTH AVENUE, NEW YORK CITY, N. Y.

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 S. Paulina Street, Chicago
New York Office: 220 West 42d Street

Reduce the High Cost *of* Make-Ready

Making the form ready in the pressroom is an important element in the cost of the job; inferior electrotypes require a lot of make-ready.

Dinse-Page electrotypes do not. They lower the cost of production.

Dinse, Page & Company

725 S. La Salle St., Chicago Tel. Harrison 7185

The Robert Dick Mailer

Combines the three great essentials to the publisher: SPEED — SIMPLICITY — DURABILITY

Read what one of the many users has to say.



The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.
Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.
Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.
Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

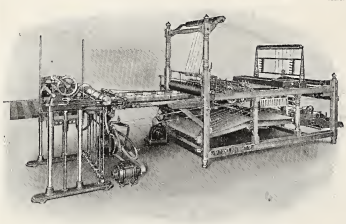
The INLAND PRINTER

Vol. 65, No. 1 HARRY HILLMAN, Editor April, 1920

Published by THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

TERMS — United States, $4 a year in advance; single copy, 40c. Canada, $4.50; single copy, 45c. Foreign, $5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



The Hickok Automatic Paper Feeder

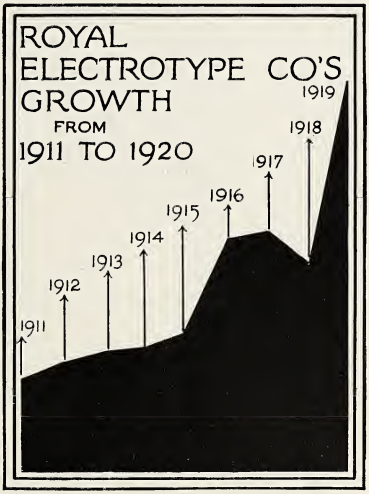
The Northwest Tablet Co., St. Cloud, Minn., write us in regard to the Hickok Automatic Feeder as follows:

"We take pleasure in mentioning that the Hickok Automatic Paper Feeder we are using is one of the most satisfactory machines we have in the house. We find, in going over our records, that it is the one machine in the house that has a record of 100%, having had no trouble or repairs or attention that has been charged against it since we placed it in operation three years ago."

THE W. O. HICKOK MFG. COMPANY
Established 1844 Harrisburg, Pa., U. S. A.

ROYAL

output has more than doubled since 1911. The total for 1919 is estimated to be over four times greater than that of the average electrotyper.

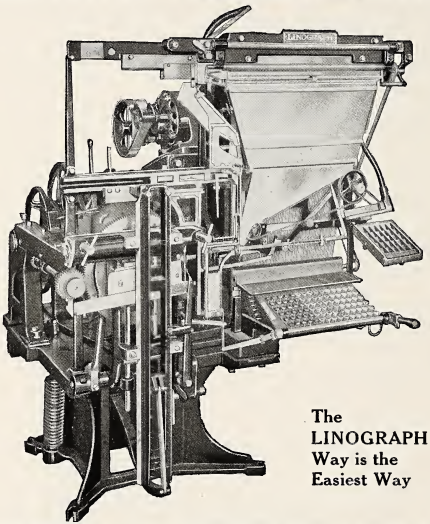


Royal Electrotype Company

Philadelphia

THE LINOGRAPH

Is the Best Friend of
COMPOSITOR—PRESSMAN—OWNER



The LINOGRAPH Way is the Easiest Way

The **LINOGRAPH** is the compositor's best friend, because it liberates his creative talent. It requires less mechanical attention and gives him more time to think about the layout of the job. This enables him to produce composition more satisfactory to himself, the pressman and the customer.

The **LINOGRAPH** is the pressman's best friend, because of the low quad, perfect printing surface and perfect alignment of characters.

The **LINOGRAPH** is the owner's best friend, because it makes the production of high grade printing easier. It helps him hold the customers he already has and creates more.

You ought to know the truth about the LINOGRAPH and owe it to yourself to investigate.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

ETABLISSEMENTS PIERRE VERBEKE
General European Agent
Rue des Boiteux 21, Brussels, Belgium.

PARSONS & WHITTEMORE, Inc.
Agents for Australasia
30 Market Street, Sydney, Australia, N. S. W.

jog

with this UNIVERSAL MACHINE

— and eliminate hand labor

The new **Universal Jogging Machine,** operated by an inexperienced boy or girl, turns out more work than three skilled workmen—at the same time standardizing your jogging costs.

In addition to handling all sizes and weights of paper up to 44″x 64″ sheets, this machine will jog the difficult angle paper used in envelope manufacture. It insures absolute register on high grade color work, and on all cutting jobs.

The performance of this machine has been thoroughly proven in actual operation in many big plants, and is now offered as another example of *"Southworth Quality."*

Properly located, one machine will handle the entire output of four or five cylinder presses, relieving congestion around the cutter and eliminating the need of any press attachments.

The Universal Jogging Machine takes very little power, and is regularly furnished with direct connected motor or arranged for belt drive.

Full Details Upon Request.

SOUTHWORTH MACHINE COMPANY

(Factory) Portland, Maine **291 Broadway, New York City**

LEE PRESS

TWO-REVOLUTION

Size of Bed 26 x 38 Printing Surface 22 x 35 Takes Sheet up to 24 x 36

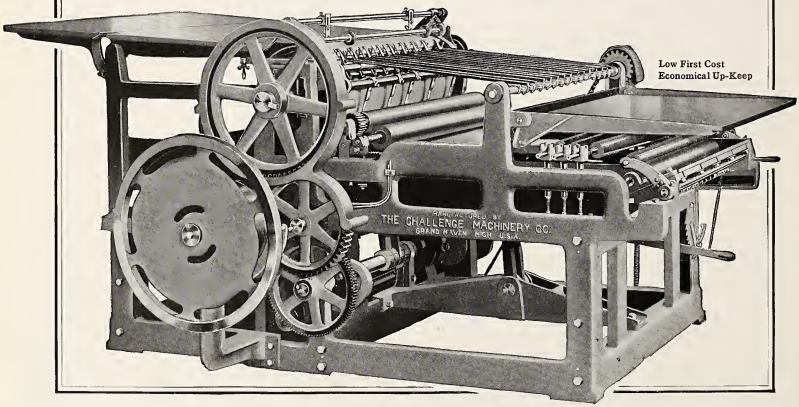
DESIGNED especially to meet the great demand for a really economical, easily handled, high class, two-roller, fly-delivery two-revolution press that will turn out all kinds of commercial work, as well as handle publications, book work, etc.—in fact, it's the "all-around" two-revolution. It is a marvel of smooth, quiet, easy running, registers perfectly and may be safely operated at a speed of 1800 impressions per hour without Air Springs and 2250 per hour when equipped with Air Springs. (It is sold both with and without Air Springs, at option of purchaser.)

It has Rack-and-Screw and Table Distribution, Two Form Rollers, Impression Trip, Brake, and many other conveniences usually found only on presses costing a great deal more. In its low first cost, economical up-keep, superior product and low cost of operation it represents the best possible investment you can make.

YOU OWE IT TO YOURSELF TO SEND NOW FOR FULL PARTICULARS AND PRICES

Manufactured by **The Challenge Machinery Company,** Grand Haven, Mich.

Chicago, 124 S. Wells St. New York, 71 W. 23d St.





Cleveland Folder

Points of Supremacy ~

SPEED!

Present day business and industrial conditions demand SPEED in the production of practically all commodities.

This is especially true with respect to those industries whose business is obtained upon a competitive basis or where the element of TIME is of primary importance.

CLEVELAND FOLDERS will provide maximum speed—with accuracy and economy of operation—in your Folding or Binding Departments.

Descriptive Booklet and Book of 191 Folds will be SPEEDILY forwarded upon request.

THE CLEVELAND FOLDING MACHINE CO.

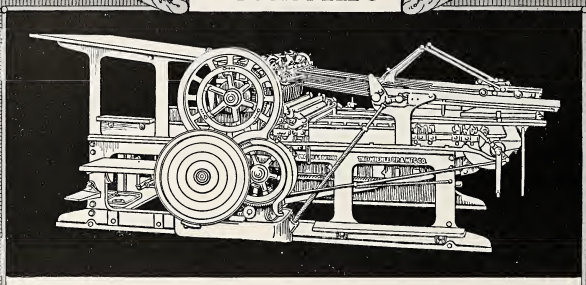
GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia

532 South Clark Street, Chicago
161 Devonshire Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.

The Miehle



PRIDE

THE Miehle-owner has a justifiable pride in the possession of his press.

It is a pride based upon the most substantial of reasons, the consciousness of the Miehle-user's ability to meet any printing condition, whether of quality or quantity of production.

This pride is also based upon the certainty of practically unlimited durability and the consequent maintenance of the value of the investment. This conviction rests upon the fact that the Miehle includes no feature that is not exhaustively tested before it is offered to the public.

Finally, there is the natural pride in the possession of the press which is the mainstay of the most successful printers everywhere.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1210 Monadnock Block
NEW YORK, N. Y., 2240 Woolworth Bldg.
ATLANTA, GA., Dodson Printers Supply Co.
PHILADELPHIA, PA., Commonwealth Trust Bldg.
DALLAS, TEX., 611 Deere Bldg.
DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.
BOSTON, MASS., 176 Federal St.
SAN FRANCISCO, CAL., 502 Mission St.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

The Fabrikoid Process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen—all pliable, scuff-proof, stain-proof and water-proof

DU PONT FABRIKOID



. . . *For Much-Loved Books —a Fitting Guardian*

FOR the bindings of books that one treasures, the books that adorn a richly furnished library or the books that are worn with much re-reading, there is a Fabrikoid.

Sturdy, to endure handling, yet lending itself wondrously to the artistry of the bookbinder's craft.

You will find bindings in rich Morocco finish and in a score of others. Colorings, too, delightful to the eye as they are enduring. A fabric that is an ornament to any book, and yet a worthy guardian as well; for with its beauty and strength are coupled other qualities of Fabrikoid—water, ink and grease wipe off without staining; it is practically scuff and scar-proof, and it may even be washed if sticky fingers have left it soiled.

It is only natural that so many books have bindings of Fabrikoid. Complete and interesting details will be sent if you'll write.

DU PONT FABRIKOID CO.
WILMINGTON, DELAWARE

F A B R I K O I D



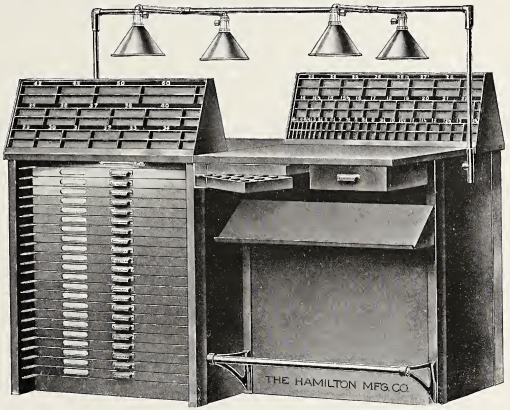
Bookbinding Materials

Sold by the following Distributors:

Alling & Cory Company, Pittsburgh and Rochester
Becker Supply Company . . . New York City
John Campbell Company . . . New York City
H. D. Catty & Company . . . New York City
Central Ohio Paper Co. . . . Columbus, Ohio
Henry B. Day Company . . Los Angeles, Cal.
Louis de Jonge & Company, Chicago, Ill., and N.Y.
Smith-Dixon Company . . . Baltimore, Md.
Gane Bros. & Lane, Chicago, Ill., N.Y. and St. Louis
Thos. Garner & Company . . New York City
H. Griffin & Sons Company, N.Y.C. and Chicago
Norman F. Hall Company . San Francisco, Cal.
Hayes-Bartlett Company, N. Y. City and Chicago
Johnson Paper Company . Harrisburg, Penna.
Marsh & Kidd Corp. . . . San Francisco, Cal.
Marshall, Son & Company . . Boston, Mass.
National Book Company . Chattanooga, Tenn.
John H. O'Donnell & Company, New York City
E. C. Palmer & Company . . New Orleans, La.
C. & W. Pyle Company . . Wilmington, Del.
Queen City Paper Company . Cincinnati, Ohio
Louis Schulman . . . . . New York City
Shattuck & Bickford, Inc. .
San Francisco and Los Angeles
J. L. Shoemaker & Co. . Philadelphia, Penna.
Shulte Bros. & Company . Philadelphia, Penna.
Slade, Hipp & Meloy . . . . Chicago, Ill.
Tamm & Company . . . . . New York City
Charles T. Wheelock & Co. . . Boston, Mass.
White Son Company . . . . Boston, Mass.

For Almost Half a Century

We have concentrated on the production of Printers' Furniture with a success best indicated by the fact that today it is difficult to find a printing plant *not* equipped with Hamilton goods. Our designs are based on a technical knowledge of what the trade requires and our manufacturing facilities insure a satisfactory finished product. We show hereon a most popular design of *Newspaper Ad. Cabinet.*



No. 471 — Steel. (Same Design in Wood, No. 2030.)

Forty of these cabinets were recently purchased by one of America's greatest dailies. For more information concerning this and other attractive designs for newspaper or job offices write us direct or apply to your nearest dealer in printers' supplies.

DETAILS:

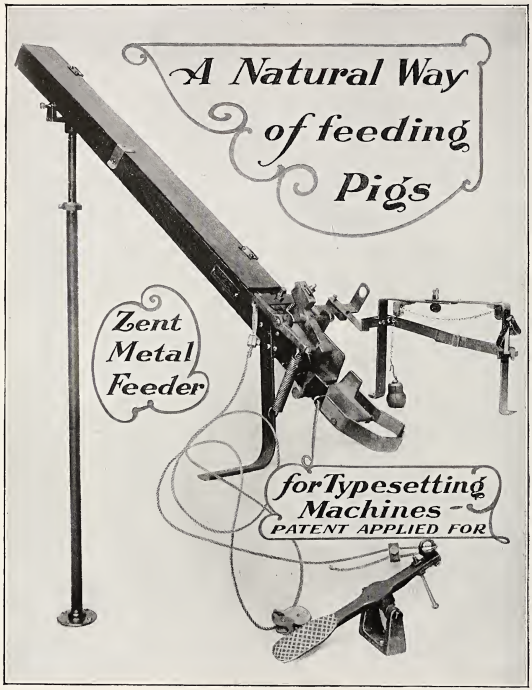
Flat working surface of size to accommodate 8-column page on galley. Height to top of working surface, 41 inches.
Contains 44 full-size cases with Pulls and Label Holders.
Four Swinging Trays for Quarter-size Cases.
Two Copy Drawers.
Electric lights overhead and over cases.
Pyramid-style Lead and Slug Case with duplicate compartments for most usable sizes 4 to 60 ems inclusive.
Both sides alike.
Finish: Steel—olive green; Wood—Antique gloss.
Total floor space required—70x34 inches.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



Saves
Time
Gas
Work
and
Worry

Costs Less
to
Install
Maintain
and
Operate

Gives
Quality Slugs
and
Causes
No Trouble

You Need This Feeder On Your Linotypes!

ZENT PRODUCTS CO., Troy, N. Y.:

Gentlemen— We have tried the Zent Metal Feeder and find it very satisfactory. Please send another for Model 9 Linotype, complete with electric buzzer and transformer for 110 volts, the same as sent with present one.

Very truly yours,
WATERBURY REPUBLICAN, Inc., Waterbury, Conn.

Zent Products Co.

3 Bridge Ave., Troy, N.Y.

Manufacturers

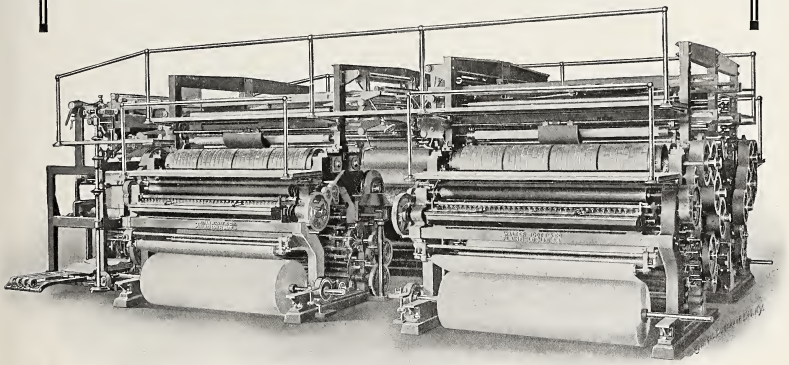
Zent Metal Feeder,
Zent Matrix Grip,
"Sure-Stop"
Assembler Clutch,
"Metal-Free"
for Spacebands

Pacific Coast Agents: THE NORMAN F. HALL CO., 148-150 First St., San Francisco, Cal.

The SCOTT

"Multi-Unit" Newspaper Printing Press

is the press that lasts a lifetime



No other Newspaper Press compares with the Scott "Multi-Unit" Newspaper Press, as it is the only machine that will last a lifetime and has justly been called "*The greatest Newspaper Press ever built,*" and for flexibility, speed, accessibility, convenience of operation, economy of floor space and quality of construction, this press has no equal. It stands in a class by itself.

One of the many advantages of this machine is that additional units can be added at any time without stopping press for a day or missing an edition. The Scott "Multi-Unit" system can be started with a single unit and one folder, and can be expanded to any desired extent. No matter what your requirements are now, or ever will be, the Scott "Multi-Unit" will fit them, without trading presses.

Further information about Scott "Multi-Unit" Presses is contained in our catalogue and will be sent upon request. It illustrates and describes many of the machines.

TELL US YOUR REQUIREMENTS. WE HAVE THE PRESS

WALTER SCOTT & COMPANY

Main Office and Factory:

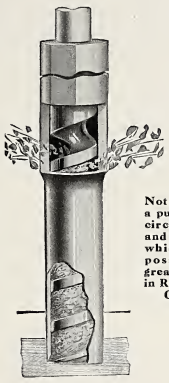
PLAINFIELD, NEW JERSEY, U.S.A.

NEW YORK OFFICE: 1457 Broadway CHICAGO OFFICE: Monadnock Block

CABLE ADDRESS: Waltscott, New York. CODES USED: ABC (5th Edition) and Our Own.

Except for the human voice
Paper and Ink
Are the only mediums
For the transfer of
Live thought
We concentrate on the
Production of one—
Printing Ink—
Which we make in the
Highest quality
For all printing processes

Sigmund Ullman Company



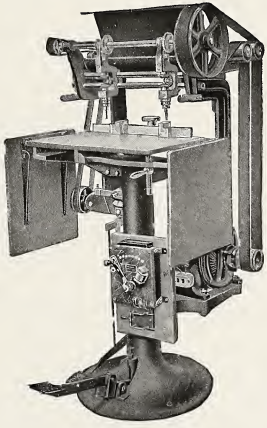
Not a drill, not a punch, but a circular knife and extractor which makes possible this great advance in Round Hole Cutting

Cuts Absolutely Perfect Holes

Once you understand the principle of our Cutter and Extractor (shown above) you realize how infinitely superior is the Berry Round Hole Cutter to an ordinary drilling or punching machine. The Berry Cutter and Extractor consists of two parts: An outside tool called the Cutter; an inside tool called the Extractor. The Cutter literally cuts holes. The Extractor, an inside spiral, revolving in an opposite direction to the Cutter, rapidly and without interruption carries up and throws off all the waste. And it absolutely will not clog. Moreover, by the upward motion of the Extractor, 75% of the pressure required to operate the Cutter is saved. This extra power permits the operation of as many as six cutters on one machine. Without obligation we will gladly send, to those interested, further specific information.

BERRY

Machine Company
313 N. Third Street, St. Louis, Mo.



This machine will drill perfect holes through the hardest and thickest kind of cardboard, binder's board, or any kind of paper stock, at terrific speed.

AGENTS

Geo. R. Swart & Co., Inc.
Marbridge Bldg.
New York, N. Y.

A. B. Fredr. Wagner
Stockholm, Sweden

F. T. Wimble & Co., Ltd.
87 Clarence Street
Sydney, Australia

Smyth-Horne, Ltd.
Baldwins Gardens, E.C., 1
London, Eng.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
88-90 South 13th Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
40-42 Peters Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
1306-1308 Patterson Avenue

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

CLEVELAND, OHIO
1285 West Second Street

SPRINGFIELD, OHIO
Shuey Factories Building

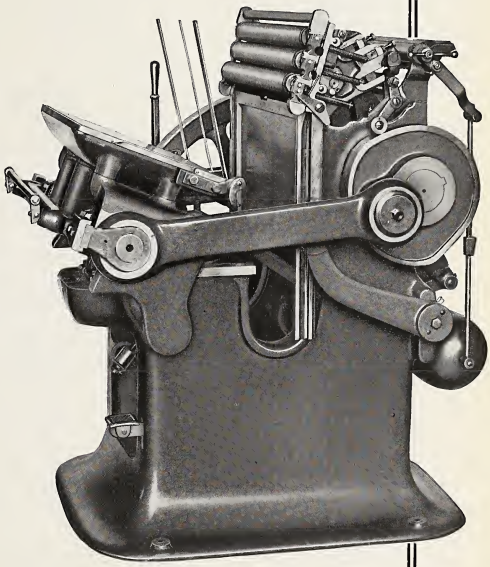
Rigidity—
two things are *rigid* about
Colt's Armory Presses

THE impression bed—this makes for *better printing.*

The policy of the manufacturers—the John Thomson Press Co.—with regard to the maintenance of quality construction throughout.

This makes for *better profits* for you, because the Colt's Armory Press is adequate to the better class of work.

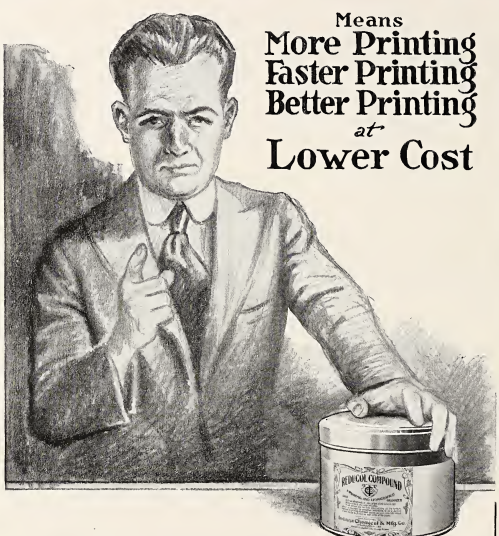
Ask the printer who uses them for every job from letter-heads to street-car cards.



JOHN THOMSON PRESS COMPANY

253 BROADWAY, NEW YORK

REDUCOL



Means
More Printing
Faster Printing
Better Printing
at
Lower Cost

There's trouble in the pressroom. The foreman says that the ink picks and the enamel pulls right off the new lot of coated paper. Doping the ink with ordinary reducers does no good—only thins the ink and makes the halftones muddy.

The remedy is REDUCOL—not simply a reducer but an equalizer for printing inks. It cuts the tack out of the ink without affecting body or color.

REDUCOL brings halftones out clean and clear. It makes type and rules stand out sharply. It is especially valuable for color work, whether letter press, offset or lithograph.

Economical—distributes the ink better and gives 10% to 25% more impressions. Saves time in make-ready, and eliminates much of the slip-sheeting and wash-up during the run.

Price, 65c per pound. Order 5 or 10 pounds of REDUCOL on approval. Use it. Then, if results are not satisfactory, advise us to that effect and our charge will be cancelled.

INDIANA CHEMICAL & MFG. COMPANY

Indianapolis, Ind., U.S.A., Dept. 14, 135 S. East St.

23-25 East 26th St., New York City :: 608 South Dearborn St., Chicago

Pacific Coast Agents
GEO. RUSSELL REED CO.
San Francisco, Seattle, Portland

Canadian Agents
MANTON BROTHERS
Toronto, Montreal, Winnipeg

Here are Just a Few of the Well-Known Printers and Lithographers who Use and Recommend REDUCOL

Bemis Bros. Bag Co.
Indianapolis, Omaha, Houston, Memphis
Blosser-Williams Co.
Atlanta, Ga.
Buxton & Skinner Stationery Co.
St. Louis, Mo.
Cargill Co.
Grand Rapids, Mich.
Chicago Label & Box Co.
Chicago, Ill.
Cleveland-Akron Bag Co.
Cleveland, Ohio
Commercial Printing & Litho. Co.
Akron, Ohio
Corday & Gross
Cleveland, Ohio
Curtis Publishing Co.
Philadelphia, Pa.
Diamond Match Co.
Savannah, Ga.
R. G. Dun & Co.
New York City
Farm and Ranch
Dallas, Texas
Fenton Label Co.
Philadelphia, Pa.
Gies Bros.
Buffalo, N. Y.
Globe Printing Co.
Denver, Colo.
Gray, Dillaye & Young
Houston, Texas
Gugler Litho. Co.
Milwaukee, Wis.
Keyterlinus Litho. Co.
Philadelphia, Pa.
Madison Square Press
New York City
Magill-Weinsheimer Co.
Chicago, Ill.
Manz Engraving Co.
Chicago, Ill.
Massillon-Cleveland-Akron Sign Co.
Massillon, Ohio
Mid-West Box Co.
Cleveland, Ohio
Anderson, Ind.
Fairmount, W. Va.
Michigan Litho. Co.
Grand Rapids, Mich.
Ohio Boxboard Co.
Cleveland, Ohio
Ohio Litho. Co.
Toledo, Ohio
Oxford Press
Boston, Mass.
Penick & Ford
New Orleans, La.
Plimpton Press
Norwood, Mass.
Rochester Litho. Co.
Rochester, N. Y.
Rogers & Co.
Chicago, Ill.
Chas. Scribner Press
New York City
Sherwin-Williams Co.
Cleveland, Ohio
Strobridge Litho. Co.
Cincinnati, Ohio
Successful Farming Publishing Co.
Des Moines, Iowa
Terlach & Bartlow
Joliet, Ill.
University Press
Cambridge, Mass.
United States Foil Co.
Louisville, Ky.
U. S. Printing & Litho. Co.
Baltimore, Md.
Weis Fibre Container Corp.
Monroe, Mich.

Entirely Automatic

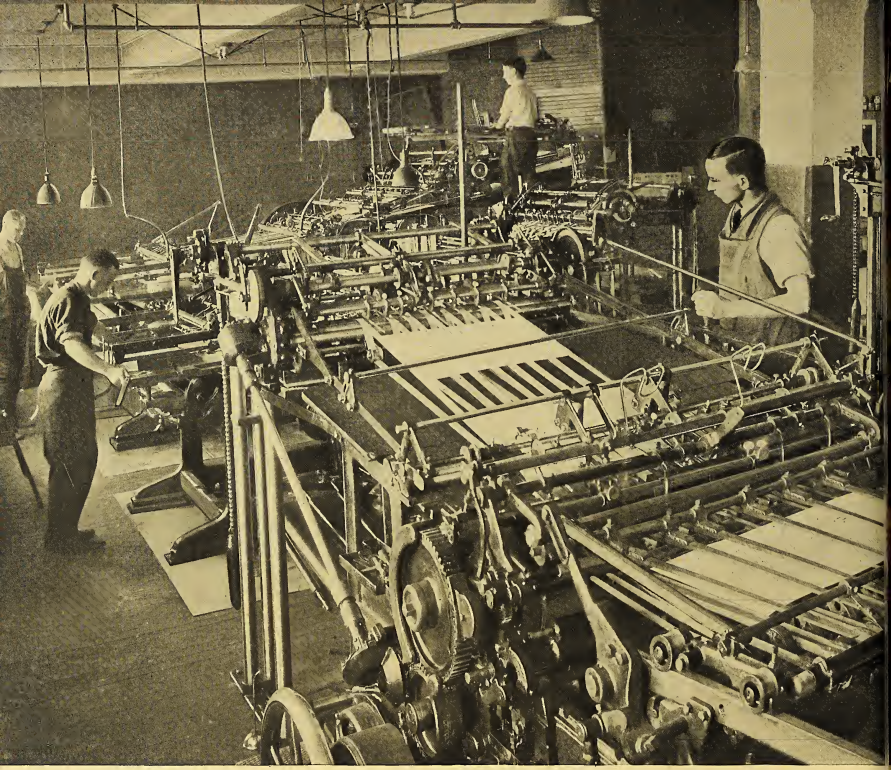
THE *Only* PRESSROOM IN NEW ENGLAND THUS EQUIPPED

This four page insert is a reprint of an announcement recently sent out by the Commonwealth Press to their customers.

It illustrates the importance of automatic machinery as a selling force.

Dexter Folder Co.
200 Fifth Ave
New York.

The
COMMONWEALTH
PRESS
WORCESTER, MASS.



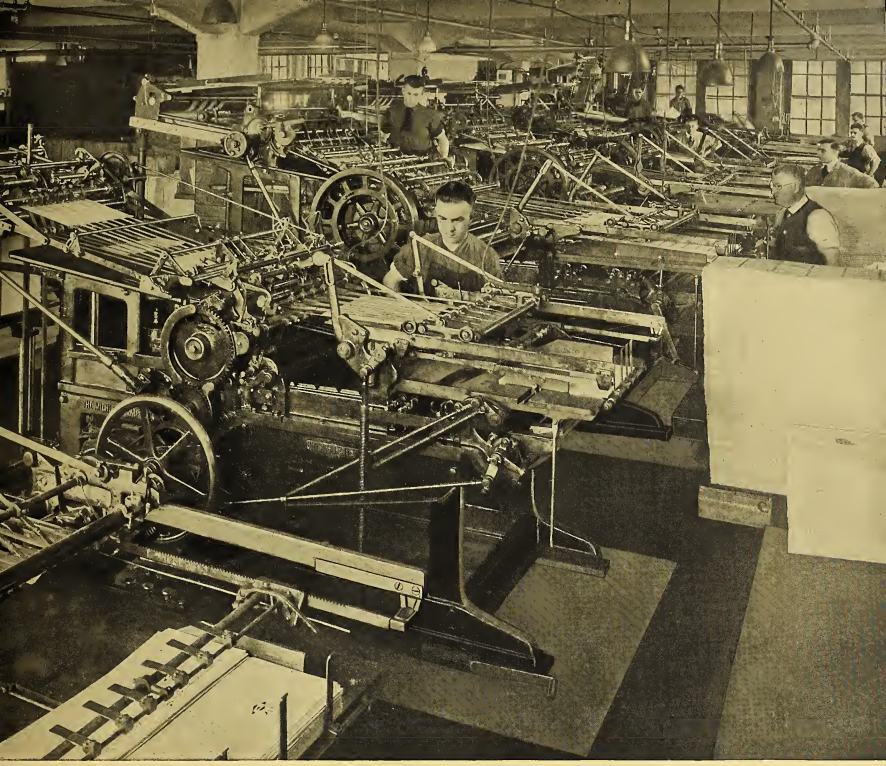
ALL HAND FEEDING ELIMINATED—

Automatic machinery gives uniform quality and unvarying volume to our product. It is the complement of our service and of real value to the buyer of printing.

Our pressroom is entirely equipped with automatic machinery; we have substituted it for the costly and inefficient hand labor. Cross Feeders are attached to the large presses and Dexter Combing Pile Feeders to the smaller ones.

These mechanical feeders work faster and deliver better and more uniform work than could be produced with hand labor. The cost of the work to us and to you is considerably lower, particularly on large editions.

THE COMMONWEALTH PRESS



When you buy presswork by the hour it is essential that the output per hour be a maximum output and that the entire job be of the same quality. Our pressroom equipment is an assurance that your job will have these requisites.

We do not purpose to feature our pressroom as the ultimate reason for patronizing The Commonwealth Press. We wish only to call especial attention to this conspicuous advantage. Our other departments are similarly efficient and modern.

We invite you to visit our plant. An inspection of the up-to-date methods, modern machinery and the facility with which work is handled, will convince you that here your printing will be produced without vexatious delays and that it will be of a uniform high-grade of excellence.

WORCESTER, MASS.

AUTOMATIC EQUIPMENT IS *the* BASIC REASON *for* ECONOMY *in* MANUFACTURE

Service and Right Prices

To the PUBLISHERS AND PRINTERS of the United States and Canada:

THE arrangement consummated approximately ten years ago, whereby The Cutler-Hammer Mfg. Company became exclusive licensee under certain patents covering press control apparatus and pressroom accessories, expires on April 30, 1920, and report has been circulated to the effect that thereafter the Company will not be in position to continue in the field.

We desire authoritatively to contradict this report, and to state that following such termination we will present for your consideration a line of apparatus as adaptable as that originally conveyed under the licenses in question. In the meantime, and until the termination date above mentioned, we respectfully solicit your consideration of Kohler type equipment, which we are still offering.

We take this opportunity to thank you for your patronage during the past ten years and to assure you of our every effort to merit its continuance, as much by the service rendered as by the character of apparatus supplied.

The Cutler-Hammer Mfg. Co.
Works: Milwaukee and New York

Please Mention THE INLAND PRINTER When Writing to Advertisers.



Influencing Business with the right paper

The Right Paper for Every Business Will Increase Your Customers' Returns up to 25%

A big advertiser—a customer of ours—increased the results from his direct advertising between twenty and twenty-five per cent because he used a paper that increased the sales-producing value of his circulars and broadsides.

The analysis we will make of your customers' advertising will help you select the papers which will influence more business for them.

SEND ONE PIECE OR A COMPLETE CAMPAIGN.

Circulars, Booklets, Mailing Cards, Letter-heads, House Organs, Folders, Enclosures, whatever you use can be made more effective if printed on paper of the right color, finish and texture.

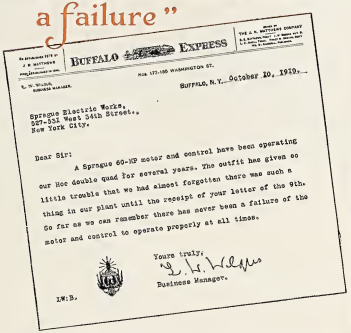
This service is free but exceptionally profitable—act today, you incur no obligation whatever.

Research Laboratories

SEAMAN PAPER COMPANY
11—208 South La Salle Street
CHICAGO, ILL.

"There has never been a failure"





BUFFALO EXPRESS

BUFFALO, N.Y., October 10, 1919.

Sprague Electric Works,
527-531 West 34th Street,
New York City.

Dear Sir:

A Sprague 60-HP motor and control have been operating our Hoe double quad for several years. The outfit has given so little trouble that we had almost forgotten there was such a thing in our plant until the receipt of your letter of the 9th. So far as we can remember there has never been a failure of the motor and control to operate properly at all times.

Yours truly,
Business Manager.

J.W.B.

Sprague Electric CR-6210
Double Motor 60HP-DC Controller

SPRAGUE ELECTRIC FULL AUTOMATIC CONTROL SYSTEM

SPRAGUE ELECTRIC WORKS

Of General Electric Company

Main Offices
527 W. 34th St. New York

PIONEERS OF THE INDUSTRY

Branch Offices
in Principal Cities

USE · SINCLAIR · & · VALENTINE · INKS

IN · ALL · CLIMATES · FOR · ALL · PRINTING ·

The most beautiful effects in four-color printing are secured by using four-color process inks made by

Sinclair and Valentine Co.

When you have work requiring high-grade

PROCESS INKS

ORDER FROM OUR NEW YORK OFFICE OR THE NEAREST BRANCH.

INKS IN ALL COLORS
for Litho Offset and every Printing Process

Process YELLOW	3245
" RED	1255
" BLUE	558
" BLACK	644

NEW YORK	605-611 West 129th Street	ST. LOUIS	320 Locust Street
BOSTON	310 Atlantic Avenue	CLEVELAND	121 Frankfort Avenue
PHILADELPHIA	1106 Vine Street	DETROIT	184 Gladstone Avenue
BALTIMORE	312 North Holliday Street	NEW ORLEANS	425 Gravier Street
ALBANY	184 Warren Street	TORONTO	233 Richmond Street, W.
BUFFALO	College Hill, Snyder	MONTREAL	46 Alexander Avenue
CHICAGO	718 South Clark Street	WINNIPEG	173 McDermott Avenue

FACTORIES: NEW YORK, NEW JERSEY, CANADA

OFFICES · IN · THE · PRINCIPAL · CITIES

How are you meeting your increased pay roll?

OF COURSE every printer knows the solution of this problem of increased wages. It is so delightfully simple. All you have to do is to pass on the increase to your customers. Really no problem at all—just go ahead and do it. Like the digging of the Panama Canal—all there was to it was to dig it.

But just you start what you think will be a logical argument to induce your customers to O. K. a boost in prices and see what troubles you run into.

But it's not so simple

BY THE TIME you have wrestled with inadequate cost records, deceptive percentages, and an utter lack of measurable data that you can put your finger on, you will think you have a bigger job of presenting conclusive arguments than Goethals ever had if he had faced the necessity of arguing for appropriations before a hostile Congress and had no more idea of the cubic yard cost of excavating than some vague statement of average costs of an hour's labor of a negro from San Domingo armed with a shovel, or the average upkeep and labor bill for a steam shovel, with no account kept of the amount of earth moved.

Your first difficulty comes when you try to use the so-called productive hour as a measure of product.

Your troubles begin

HERE IS WHAT IS HAPPENING EVERY DAY: you sell a job of composition on your estimate that it will take say 10 hours. Actual time taken proves to be 12 hours—one hour explainable on the ground that an estimate in advance is always at least 10% more optimistic than normal production, and one hour explainable on the ground that this particular job ran into about 10% more trouble than the normal job.

Here you have three different kinds of productive hour—the estimated, the normal, and the actual—which are you going to use in measuring the job?

You sell the job on your estimated productive hour basis (10 units), but you keep your cost of production on the actual productive hour basis (12 units). How in the world can you expect to get any kind of a line on the normal productive hour basis (11 units)? And remember the normal productive hour basis is the only basis worth considering in passing on to your customer any increase in production costs.

Nobody uses "productive hours"

THIS FIRST BIG DIFFICULTY can be overcome only by a change in your cost system. The minute you substitute for the uncertain productive hour a physical unit of measure that remains the same under all conditions you get on solid ground.

Nearly all highly developed industries (except printing) base their costs on a physically measurable unit. Paper dealers sell you paper by the pound or envelopes by the thousand. Railroads figure freight by ton-miles and transportation by passenger-miles. Steel mills deal in tons of iron converted or tons of steel fabricated. Lumber is quoted by the board foot, wheat and corn by the bushel, and eggs by the dozen.

Think a minute

WHEN PAPER DEALERS alter their price lists from pounds to "productive hours to make," when the railroads are instructed by the Commerce Commission to change ton-miles or passenger-miles to "average hours travel," when the steel mills discard tons in favor of "productive hours to convert or fabricate," when lumber yards abandon board feet and insist on "productive hours to saw and transport," or when farmers substitute "productive growing days" for bushels of wheat and corn and "productive laying hours" for dozens of eggs—then it will be about time for some printer to rise and tell the world that the productive hour is the only practical basis for measuring product, fair alike to customer, employer and employee.

A measure you can use

BEFORE YOU CAN TALK CONVINCINGLY about your costs you must have some system of physical measurement of your product. You can measure the product of your composing room, for example, by taking the system of measurement in common use for machine composition, based on the thousand ems, and extending it to handset matter both straight and display.

To do this it is only necessary to consider handsetting, make-up, and lock-up as three distinct operations, and prescribe the way the many small lots of different sized display setting shall be conveniently counted, and what equivalents shall be used in handling cuts, rules or borders.

With cost rates established in accordance with such a plan you are in a position to tackle intelligently the problem of passing along to your customers your increased pay roll. You can analyze your costs of production for each operation so that they will show the exact labor content and increase your selling rates by the exact figure that the advance in wages justifies. You can not only explain your cost figures intelligently but you can prove each item of cost to be correctly arrived at.

But wait

BEFORE YOU take these figures to your customer, however, you have another problem to solve. You will have to check up that wage content of your rates to be sure that your shop is run with at least normal efficiency. With a measured product basis you have an exact index of the efficiency of your workman and can, if you choose, inaugurate a system of paying higher wages than normal for increases in efficiency over the average. Scales can be adjusted so that the increase in wages actually brings a reduction in production cost rates.

How it can be done

BOTH OF THESE PROBLEMS—the cost system based on measured units, and the use of a premium to establish wage efficiency—are discussed in detail and practical plans for solutions presented in the book COMPOSING ROOM MANAGEMENT. The text of this book is an actual report made for a real firm and contains the detailed betterment plans for a possible $3,000 saving in a $12,000 yearly budget for this one department.*

Many progressive printers are finding COMPOSING ROOM MANAGEMENT a help in figuring out plans of meeting the rising cost of wages and materials. It will pay you to study it, too, as you face these problems.

"Cheap at twice the price"

THE PRICE of the book (shipping charges paid), is $10.00. Your order will bring your copy by return mail. As to terms, you can send your check with the order if you wish, or we shall be glad to send the book and charge to your account, sending a bill for payment any time within thirty days. Attach the coupon to your letter-head or regular order form and mail today.



*Since the publication of COMPOSING ROOM MANAGEMENT the differential piece rate described therein has been actually worked out in practice under Mr. Kimball's direction. The results obtained during the first six weeks under this plan are fully described in a pamphlet entitled HIGH WAGES—LOW COST, a copy of which is mailed to each purchaser of COMPOSING ROOM MANAGEMENT without charge.

DORR KIMBALL,
411 E. Olive, Monrovia, Calif.

Please send a copy of COMPOSING ROOM MANAGEMENT to

Name .....

Address .....

☐ Check for $9.80 enclosed (2% discount.

☐ Mail bill for $10.00 payable 30 days.

Ordered by .....

THE position of The West Virginia Pulp & Paper Company in the paper industry proves the worth of the Westvaco brands listed in the Mill Price List.

The salesmen of America's largest printers and lithographers are standardizing their requirements in paper to those lines itemized in the Mill Price List.

The largest buyers of printing in America recognize the advantages The West Virginia Pulp & Paper Company have in the control of their own raw materials and enormous mechanical equipment.

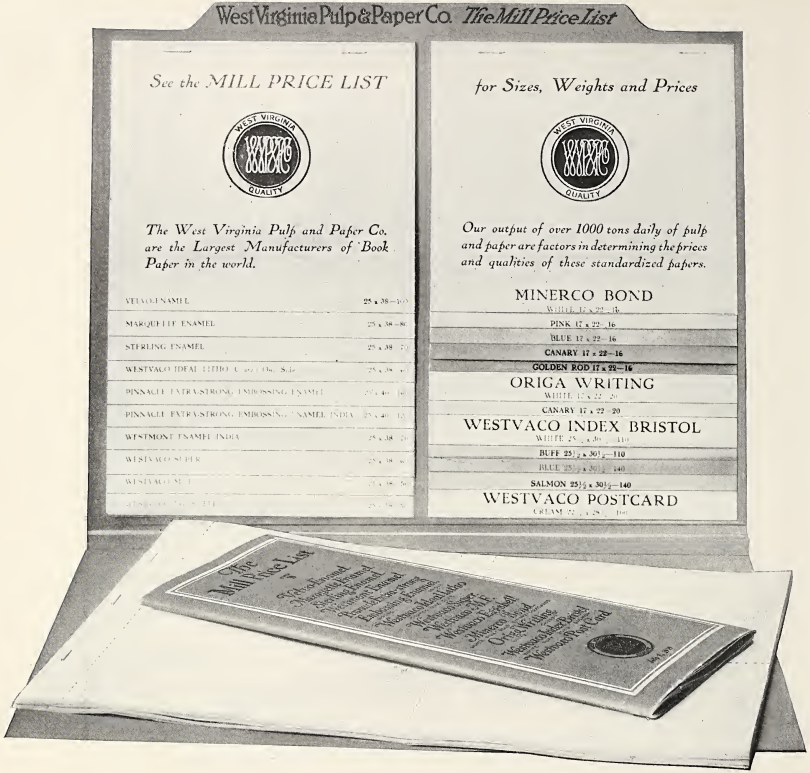
Ask the distributors about Westvaco values.

DETROIT	The Union Paper & Twine Company
CLEVELAND	The Union Paper & Twine Company
CINCINNATI	The Chatfield & Woods Company
PITTSBURGH	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Company
NORFOLK, VA.	R. P. Andrews Paper Company
YORK, PA.	R. P. Andrews Paper Company
NEW YORK	The West Virginia Pulp & Paper Company
CHICAGO	The West Virginia Pulp & Paper Company



THE WEST VIRGINIA PULP & PAPER COMPANY

NEW YORK AND CHICAGO



THE West Virginia Pulp & Paper Company mark protects you on quality and uniformity. Every case is labeled with our guarantee mark. The following distributors are ready to serve you with samples. Be sure your name is on the mailing list of our nearest distributor so that you receive the Mill Price List monthly.

DETROIT	The Union Paper & Twine Company
CLEVELAND	The Union Paper & Twine Company
CINCINNATI	The Chatfield & Woods Company
PITTSBURGH	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Company
NORFOLK, VA.	R. P. Andrews Paper Company
YORK, PA.	R. P. Andrews Paper Company
NEW YORK & CHICAGO	The West Virginia Pulp & Paper Company

This insert is not a sample of any of the papers advertised

Pressroom Profits

are derived from the money saved as well as from the money made in the operation of the presses. Whether type presses or offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of work of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

NEW YORK: 1102 Aeolian Bldg., 33 West 42d Street

CHICAGO: 506 Fisher Bldg., 343 S. Dearborn Street
BOSTON: 720 Rice Bldg., 10 High Street
PITTSBURGH: 1337 Oliver Bldg., Smithfield and Oliver Streets
ATLANTA, GA.: Messrs. J. H. Schroeter & Bro., 133 Central Avenue
SAN FRANCISCO, CAL.: Shattuck & Bickford, Inc., 345 Battery Street

CANADA WEST
Messrs. Manton Bros.
105 Elizabeth St., Toronto, Ont.

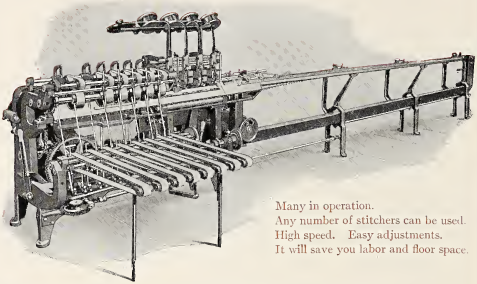
CANADA EAST
Geo. M. Stewart, Esq.
92 McGill St., Montreal, P. Q.

MARITIME PROVINCES
Printers' Supplies, Ltd.
27 Bedford Row, Halifax, N. S.

CHRISTENSEN'S *Latest Type*

Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.

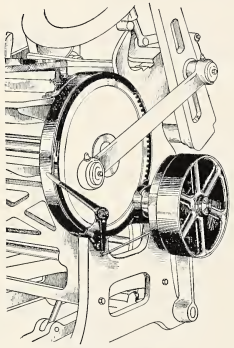


Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY
RACINE, WISCONSIN

GEO. R. SWART & CO., Eastern Agents, Marbridge Building, New York City.
TORONTO TYPE FOUNDRY CO., Ltd., Canadian Agents, Toronto, Canada.
CANADIAN-AMERICAN MACHINERY CO., 8 Bouverie St., London, E. C.

HORTON (FOUR-IN-ONE) Variable Speed Pulleys



Model "R" Attached to C. & P. Jobber.

The Pulley with the Pull That Pays

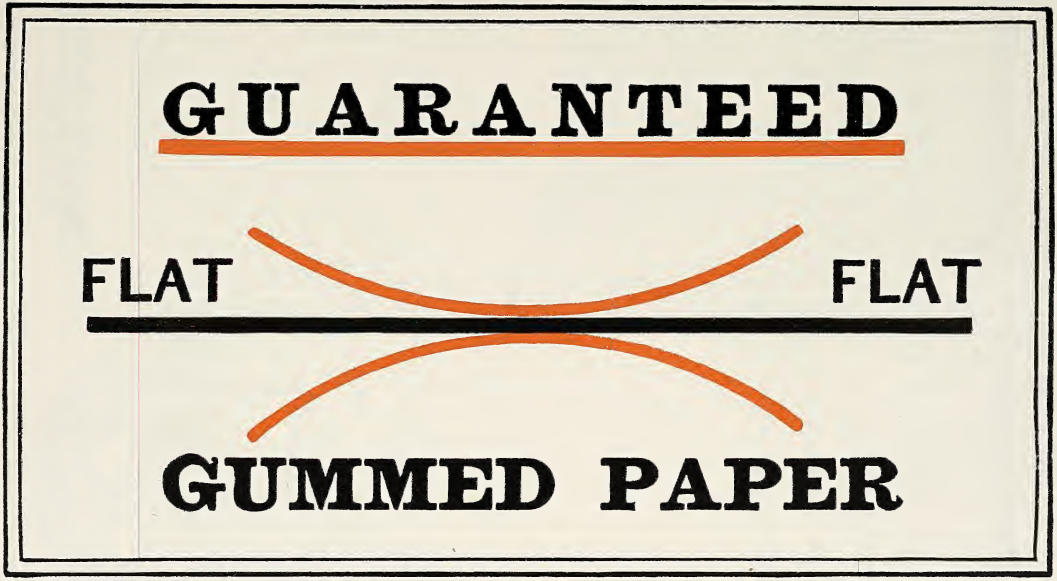
Used in practically every leading printing establishment in the world. Combines FOUR distinct individual features; always ready to create efficiency for the printer.

(1) A Variable Speed Friction Pulley
(2) A Clutch
(3) A Shock Absorber and Preventer
(4) A Brake

Write us or your dealer

Horton Manufacturing Company
3008-3018 University Ave., S. E., Minneapolis, Minn.

Insist on Seeing this Label on Every Package of Gummed Paper You Buy



Trade Mark Reg. U. S. Pat. Off.

IDEAL COATED PAPER COMPANY

Mills and Main Office, BROOKFIELD, MASS.

NEW YORK CINCINNATI CHICAGO

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

R. J. DOWD KNIFE WORKS
MACHINE KNIVES
1847
BELOIT WIS

The Dowd trade mark stands for seventy years of progressive experience and success. It has a meaning—this—

Knives bearing the Dowd trade mark are made by skilled knife makers from tested material in a manner demonstrated to be right by years of manufacturing practice.

Older craftsmen everywhere know Dowd knives. Craftsmen before them knew Dowd knives. Today they dominate the cutting knife field in shops where equipment is selected with greatest care.

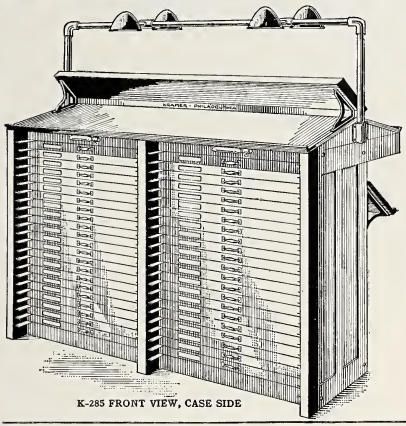
You too should choose your cutting knives by a name, a trade mark. When the name is Dowd you are exercising wise judgment. Buy Dowd Knives.

Dowd of Beloit makes the Knife just suited to your every requirement.



R. J. Dowd Knife Works
Makers of better cutting knives since 1847
Beloit, Wis.

A Cabinet Suitable for Any Office



K-285 FRONT VIEW, CASE SIDE

Made in Wood or Steel

An Ideal Moderate-Priced Cabinet

All Cases Pull From One Side

CASE SIDE

Contains 44 full size, extra depth California Job cases with routed label holders and pulls. Cases have 3½-inch projecting fronts. Heavy steel runs. Two working banks 72 inches long, full length galley shelf. Wired for electricity, including six sets of fixtures, four overhead and one over each tier of cases. Floor space 34¾ x 72 inches.

IN STEEL, S-4020

We have completed 2,000 exclusive designs in Printers' Furniture.

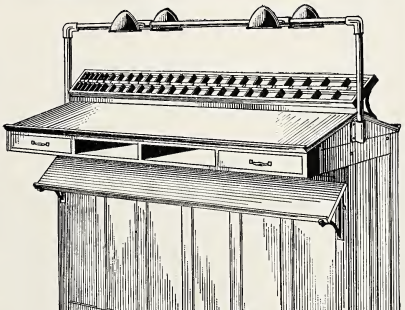
Working Side *of* Composition Cabinet K-285

IN STEEL, S-4020

Back of cabinet has working bank 16¾ x 72 inches; will take full size cases. Full length, double depth lead and slug case to hold lengths from 4 to 28 ems, with brass number plates. Two blank drawers and two open pockets. Full length galley shelf 9 x 72 inches.

Made in hardwood, paneled ends and back, or all steel. Finished in dark olive green gloss enamel or antique oak.

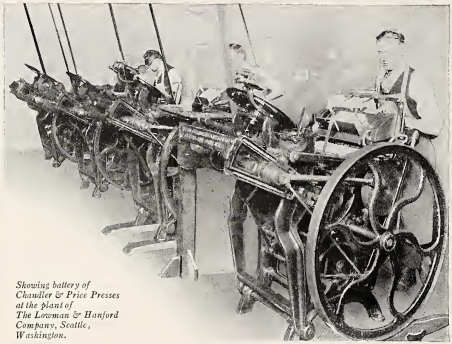
Write us in reference to your requirements. We can supply Furniture in either wood or steel for any department of the printing office.



K-285 BACK VIEW, WORKING SIDE

KRAMER WOODWORKING CO.

FOURTH AND LEHIGH AVENUE CONTINUOUSLY SINCE 1797 **PHILADELPHIA, PENNSYLVANIA**



Showing battery of Chandler & Price Presses at the plant of The Lowman & Hanford Company, Seattle, Washington.

The Lowman & Hanford Co.

Seattle, Washington

A FIRM that is known throughout the Pacific Northwest for its policy of careful buying and conservative methods of expansion. This policy has brought a substantial success. The company is recognized as one of efficient business methods and of highest production possible with quality of work.

Their choice in platen presses is shown by the number of Chandler & Prices used in their plant. Years of experience have strengthened this preference, and the platen-press department is now one hundred per cent equipped with presses of this make.

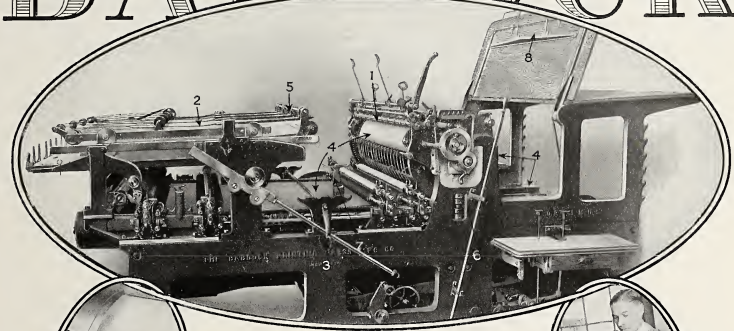
Write for booklet "The Profit in Printing"

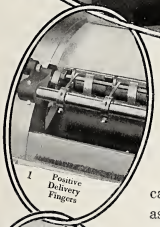
Chandler & Price Presses

The Chandler & Price Co., Cleveland. Agencies in All Principal Cities

←——The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage

BABCOCK




1 Positive Delivery Fingers

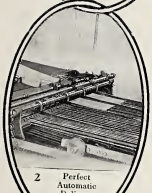

5 Multiple Perforators and Slitters

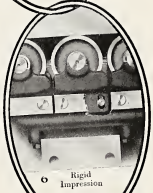
A Cylinder Press is only as efficient as the weakest link in its chain of operating advantages. This handicap frequently offsets the economies possible from the good features of a press.

The head of a printing concern, whose high grade catalog work is known all over the country, was recently asked by a prospective purchaser of a cylinder press·

"What are the Weak Points of the

OPTIMUS"


2 Perfect Automatic Delivery


6 Rigid Impression

"I don't know of any weak points in the Optimus," replied the executive. "We have been doing high-grade work on our oldest Optimus for more than twenty years."

In operating economy, that "oldest one" does not begin to compare with the owner's more modern Babcocks. But it is the wearing qualities suggested in the owner's reply, *plus the perfection of Babcock Universal Equipment*, that makes the Optimus what it is today—the most profitably-operated cylinder press in the world.

Our Best Advertisements Are Not Printed—THEY PRINT!

THE BABCOCK PRINTING PRESS MFG. CO.

NEW LONDON, CONN. NEW YORK OFFICE, 38 PARK ROW

BARNHART BROS. & SPINDLER, *General Western Agents*, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.

MILLER & RICHARD, *General Agents for Canada*—Toronto, Ontario, and Winnipeg, Manitoba.

JOHN HADDON & COMPANY, *Agents*, London, E. C.


3 Universal Roller Control


7 Quickly Handled Rollers


4 Accessible for Makeready


8 Safety Feed Board



What Should Be the Price on These Jobs?

Figure out what is the proper charge for a customer who wants prices on the above jobs as follows:

Tickets—Prices on 2,000, 3,000 and 5,000, cutting 96 from a sheet of 22½ x 28½ of cardboard, costing $6.90 a hundred sheets. How much extra for printing the word "Complimentary" in red ink on the face of 250; also how much extra for printing a small advertisement on the back of all quantities.

Dodgers—Price on 5,000, 8,000 and 10,000 of the dodgers, size 6x9, on print paper. How much extra if printed in two colors.

Window Cards—Prices on 200, 400 and 600 window cards, size 11x14, printed on blanks costing $7.85 per 100 sheets. How much extra for two colors.

Time yourself when making the figures and see how long it takes. And then check the figures over to see if you are right.

TO USERS OF THE FRANKLIN PRINTING PRICE LIST:

You should be able to give prices on all these in not over three minutes, without error, as follows:

Tickets—Turn to List No. 11, page 11, Table 96, Grade 700, where you will find prices on tickets from 100 to 10M, and what to charge extra for additional color and both sides, without a particle of figuring.

Dodgers—Turn to List No. 12, page four, Class B, 6x9 size, and prices (without any figuring) will be found for all quantities, from 250 to 25M, in one or two colors.

Window Cards—Turn to List No. 5, page 5, Table No. 4, Class B, Grade 800, and give prices, also price for the extra color. No figuring necessary.

TO THOSE WHO DO NOT HAVE THE FRANKLIN PRINTING PRICE LIST

Don't you see how much easier it is for others to quote prices, and be sure there is no mistake?

Write at once for information about this "different" Price List that is taking the printing business by storm!

Porte Publishing Co.
221 Atlas Block Salt Lake City, Utah

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen —and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

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Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.
ATLANTA, GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco

This Trade Mark

is your protection

It appears on every

MEISEL PRESS

that leaves our factory

A sign of *Economy*
Profit
Durability

MEISEL PRESS MFG. COMPANY

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BOSTON, MASS.

Write us about your requirements in specialty printing, and we shall be glad to suggest an economical way to meet them.



Trade Mark Registered, U. S. Patent Office.

NUREX TABBING COMPOUND

offers the printer complete satisfaction in tabbing, because of these 12 big advantages over hot glue:

(1) NUREX must not be heated.

(2) NUREX is applied cold with no waste of time.

(3) NUREX never deteriorates in the container.

(4) NUREX that accumulates on the padding table can be redissolved and used again.

(5) NUREX dries in from five to seven minutes to the coat.

(6) NUREX never becomes sticky on the pad.

(7) NUREX never becomes brittle in dry weather.

(8) NUREX may be tabbed and cut in gangs without breaking under the knife.

(9) NUREX can always be thinned when too thick without injury to the compound.

(10) NUREX eliminates the use of cheese cloth or paper supers.

(11) NUREX retains its strength and elasticity on the pad for from three to five years.



NUREX *permits* taking several leaves from any part of tablet without tearing the tablet in two. *No glue preparation will permit this under all conditions.*

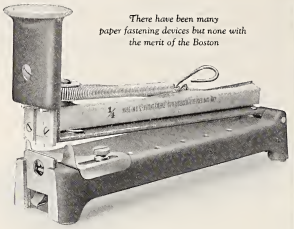
Furthermore, NUREX provides the same advantages over cold glues, except, of course, as regards the saving of time required for heating hot glues. There is no cold glue on the market that does not thicken with exposure and when once set can not be thinned and has to be thrown away.

Trade supplied through Distributors only. Order a trial gallon from your supply house.

The LEE HARDWARE COMPANY
SALINA, KANSAS

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The BOSTON Automatic Paper Fastener



There have been many paper fastening devices but none with the merit of the Boston

FOR office and counting room, law offices, schools, factories, and general paper fastening purposes. Capacity from two sheets to one-sixteenth inch in thickness, clinching flat at the bottom and binding securely. Will not damage desks, tables nor polished flat surfaces. Space 2½x9 in., using fine staples. Staples carried in stock by Selling Houses.

Price $13.00; Staples $1.50 for five thousand

American Type Founders Company

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SET IN MEMBERS OF THE GOUDY FAMILY



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Motor Drive for Typesetting Machines

Westinghouse Motors can be found in every industry where reliable drive is an essential factor. There is a reason for this.

WESTINGHOUSE motors stand for the most dependable, durable and efficient motors obtainable.

The illustration shows a motor drive for typesetting machines as furnished by the Cline Electric Mfg. Company of Chicago and New York. Here again a Westinghouse Motor is selected as the medium of drive.

Westinghouse Electric & Manufacturing Co.
East Pittsburgh, Pa.

Sales Offices in all Large American Cities.

Westinghouse



"Certainly, It Will Preserve These Color Values"

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Long experience has taught commercial artists to specify Foldwell Coated Papers for the best printing results. For Foldwell has a beautiful surface, which is so developed that it brings out the most subtle shading of which the artist and engraver are capable.

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You can depend upon Foldwell to take illustrations clearly and to deliver them to their farthest destination unmarred.

Our booklet "Illustrating the Sales Letter" on request.

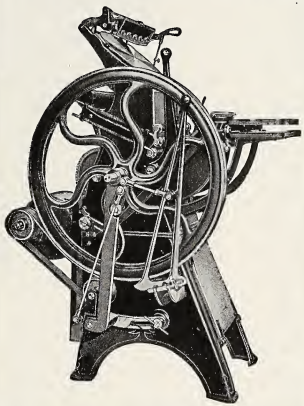
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912 South Wells Street, Chicago, Ill.

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2. Easy Operation.—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

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4. Strength.—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless.—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost.—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE

AMERICAN TYPE FOUNDERS CO.

Also Type Foundries and Dealers Generally

Announcement

THE greatest proposition before the printers to-day is the selling of printing at a fair price.

The Franklin Printing Price List is greatly assisting printers in this work, but I have fully realized that it did not accomplish all that was necessary.

Now I am glad to announce that Mr. Robert Glass, the proprietor of a "one-man shop" in Pittsburgh, Pa., has evolved something that can be used with the Franklin Printing Price List that solves the question of selling printing at a fair price.

The scheme has been shown by me at meetings of printers in Denver, Omaha, Lincoln, Minneapolis, Cincinnati and Kansas City, and they have not only said it was the greatest thing ever invented to sell printing but backed up their words with orders.

Do not write for information but watch for the next issue of THE INLAND PRINTER, where full particulars will be printed on two pages.

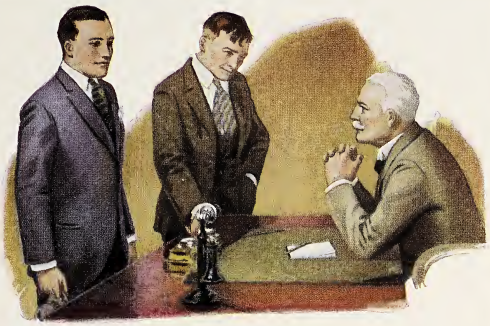
Other important announcements will be made later.

R. T. PORTE

President, Porte Publishing Co.
Salt Lake City, Utah



FRANKLIN PRINTING PRICE LIST



Do you consider Appearance when choosing an employee?

APPEARANCE is the guiding star to the port of first impressions. It matters not whether your salesman be a man or a piece of paper, if he presents an indifferent or careless appearance, he must make his way against the tide.

The high-class appearance of Parsons Defendum Ledger registers instantly, even on the mind of the inexpert, the sterling worth of this paper. It heads the lists of a great many paper-wise purchasing agents and executives for its splendid finish, for a vitality which makes for strength and permanence, and for that even surface texture which takes the ink of the pen and the ruling machine smoothly and evenly.

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PARSONS

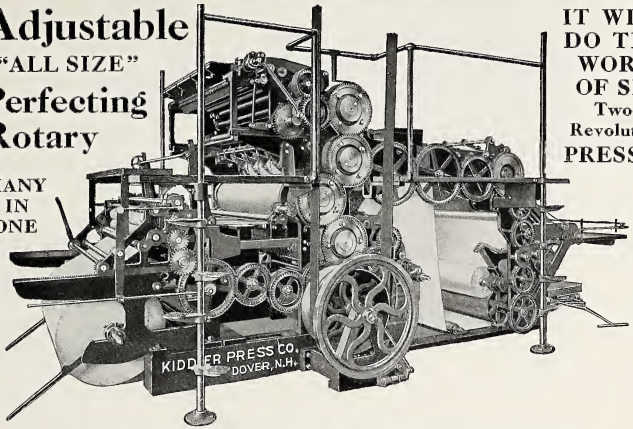
Defendum Ledger *for Good Business*

PARSONS HOLYOKE U.S.A.

Adjustable "ALL SIZE" Perfecting Rotary

MANY IN ONE

IT WILL DO THE WORK OF SIX Two-Revolution PRESSES



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Make a Bigger Profit than Your Competitor!

How?

By lowering your production cost.
By and through the Matrix Ruled Form and Tabular System

If **You** have this your competitor may bid at *his* cost—and leave you your normal profit.

If **His** bid embraces a normal profit *to him*, you may duplicate it, or cut slightly below it, and make a profit *above normal*.

The **Matrix Ruled Form and Tabular System** gives you, in short, ***A Competitive Advantage.***

We are glad to hear from skeptics—we like *convincing* them. We save *money*, *time* and *labor* in your shop.

Coupon brings you such evidence and proofs as a practical man requires.
It means PROFIT to mail it.

Matrix Ruled Form & Tabular Co.
Touraine Building, Fort Worth, Texas

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Matrix Ruled Form and Tabular System
Touraine Bldg., Ft. Worth, Texas

Gentlemen:
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Address .....

Town ..... *State* .....

Kind of Machine .....
IP-4 (*Intertype or Linotype*)



The Loose Leaf Ledger was the first important bookkeeping innovation in a hundred years. At first deemed impractical, it long ago silenced all criticism by its efficient performance. You have probably found it indispensable in your own office.

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"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR PRINTING PLANTS

ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

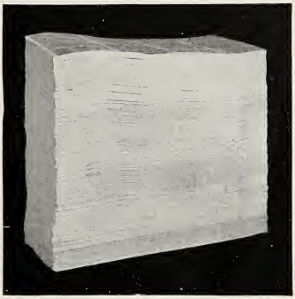
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CHAPMAN ELECTRIC NEUTRALIZER

Makes Presses Deliver Light Paper

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Instead of like this:—



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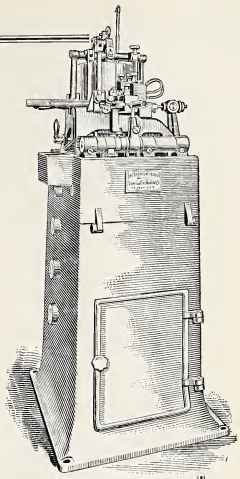
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Type 5-Point to 48-Point

Quads and Spaces 5-Point to 48-Point

Leads, Slugs and Rules 2-Point to 18-Point and any length

Only Type Caster using both Linotype and Intertype matrices



Have You Installed the

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THE Thompson Type, Lead and Rule Caster in your plant will help to eliminate much of the non-productive time in your composing-room and also in your pressroom.

Keep pace with the demands for speed and quality, and meet competition with the Thompson. Raise your standard of quality by giving your customers new type for every job. With the Thompson in your plant on non-distribution there is no lost motion and you can sell more hours of the time you are paying for than you can by any other method.

Thompson Type Machine Company

223 West Erie Street, Chicago, Ill.

TRIED and TESTED

Among the numerous letters we have received concerning the Powers Perfection Plate Cooler, these two are conclusive proof of the great value of the new method of cooling heated plates.

BEN DAY WORK must be clean.

BEN DAY WORK must have depth.

BEN DAY SAYS: "Use of chamois is eliminated, which results in an apparent improvement of Ben Day work."

BEN DAY, INC.

118 East 28th Street N.Y.

BEN DAY

INVENTOR OF THE BEN DAY SHADING MEDIUM

And Sole Manufacturer of the BenDay Rapid Shading Medium

Powers Bros. Inc.
#137 West 37th Street, New York Feb. 17, 1920.
New York City.

Gentlemen:

In relation to my recent visit to your establishment, I was very pleased with the demonstration you so kindly gave me of your Perfection Cooling Machine.

My observations of its advantages over the usual methods employed, are as follows:

When a Ben Day plate is being etched by the old methods, the use of a chamois to take any water from the surface of the plate leaves particles of dirt in between the dots. This dirt cannot be removed by brushing during the etching, therefore, the tint will be uneven. You do not get an even depth over all the flat. By using the Powers Perfection Cooling Machine in the etching room, the use of a chamois is eliminated, as no water comes in contact with the surface of the work, which results in an apparent improvement in the etching of the Ben Day work.

I have also observed that there is a big saving in time because the work goes back immediately to the box for powdering up, and is perfectly dried by your automatic device without reheating on the gas stove because the plate is the proper temperature for the next powdering after it leaves your cooler.

I recommend its installation to engravers using a Ben Day outfit, and have great hope that by its use it will enable them to get improved results in connection with our process.

Very truly yours,

BEN DAY, Inc.,

Per

SUFFOLK ENGRAVING & ELECTROTYPING Co.

NEW YORK BOSTON PROVIDENCE

50 Ford 21st Street

Telephone 930 Gramercy

March 4, 1920

Powers Brothers, Inc.,
New York City,
New York.

Gentlemen:

Last October you installed in our zinc etching department, a device for cooling plates.

We have given this machine a thorough test and find it all that you have claimed it to be.

I would not consider an etching room complete without one of your cooling machines and do not hesitate to recommend it to the photo-engravers in general, - it is a great labor saving device.

Respectfully yours,

SUFFOLK ENGRAVING & ELECTROTYPING Co.

Chas. E. Sherman

President

CES-MOR

ONE OF NEW YORK'S BUSY ENGRAVERS SAYS:

"I would not consider an etching room complete without one.

"It is a GREAT LABOR-SAVING DEVICE."

A THIRTY-DAY FREE TRIAL of a machine is yours for the asking. We pay all costs of transportation. Do not hesitate! Order one now.

By the time this advertisement appears you will have received our booklet, "A New Way to Cool Heated Plates." If not, let us know. We will gladly send you one.

POWERS BROTHERS, Inc.

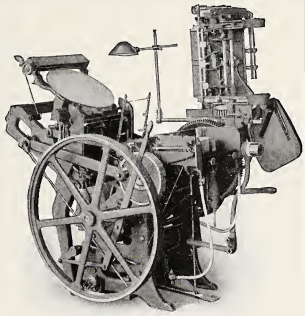
137 West 37th Street . NEW YORK CITY

10x15—Miller Feeders—12x18

—Increase Production
—Register to Hair-Line
—Eliminate Finger-Marks
—Minimize Spoilage
—Reduce Operating Cost

The production obtained in one year from a hand-fed press, as compared with a Miller-fed press, always shows a loss of profit in excess of the cost of a Miller Feeder.

With a Miller Feeder maximum profits are guaranteed, owing to its universally recognized superiority over hand feeding in economy, efficiency, register, production, reliability and durability.



Feeder Raised, Permitting Ready Access to Platen.

Millers will successfully and economically handle runs as low as 200 in all weights of stock —onion skin to heavy cardboard—at double the speed of the slow and expensive method of hand feeding, with perfect register on all colorwork.

Like Miller Saw-Trimmers They Pay Their Way Every Day

The continued and increasing demand for Miller Machines—now in use in the smallest as well as in the largest plants—is conclusive proof that they have made good.

Write or wire for representative in your district.

MILLER SAW-TRIMMER CO.

Factory and General Offices, Pittsburgh

Permanent Branch Offices in

ATLANTA BOSTON CHICAGO DALLAS NEW YORK
PHILADELPHIA SAN FRANCISCO

Orders from the Middle West

Indicate that Wesel Products have a large demand in this territory as well as other localities.

OUR GOODS ARE GOOD GOODS and at your service, and we are always pleased to confer, send literature, or in any way co-operate in meeting your needs or inquiries.

Some Wesel Products

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The Wesel Final System of Bases and Hooks for holding printing plates on printing presses. The really best method extant.

Electric Proof Presses for clear proofs and quick action. Other styles also.

Electric-Welded Chases, original with Wesel and never surpassed for accuracy and strength.

Galleys, Brass Rule in its variety, and the numerous other miscellany for the Printing-Plant Equipment.

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Lenses, Prisms, Cameras, Stands, Etching Outfits.

Ball-Bearing Routers for flat or curved work, and combined.

Automatic Drilling and Nailing Machines.

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Hydraulic Presses for lead, wax, or combined processes, 2000 tons and smaller.

Case-Making Requisites, Depositing Equipments, complete in every detail.

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Matrix-Making Machinery for wet or dry processes.

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Furnaces, Flat and Curved Auto-Locking Casting Boxes, Tail Cutters, Shaving Machines and other accessories that go to make complete installations for the largest Newspaper, and for job Stereotype Foundries.

Special Machinery built to plans and specifications

Our Western Representatives are advised from the Home Office.

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the 35 Cent

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F. A. Rigler Ink Co.

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(Magic Quick-Set H. T. Black)

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"INTERNATIONAL" Electric Glue Heaters

Fireless cooker principle conserves and utilizes every bit of heat generated. Holds glue at correct working temperatures without guesswork. Average cost of operation about one cent per day. Keeps glue at correct temperature for greatest tensile strength. Properly glued joints never fail. This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket. Used by prominent concerns everywhere.

INTERNATIONAL ELECTRIC COMPANY MANUFACTURERS ELECTRICAL HEATING APPLIANCES INDIANAPOLIS, U.S.A

Write for folder, "Efficient Glue Handling"

"International Electric Heaters Are the Best"

Look in Your Pocket

That five-dollar bill was probably printed on a press controlled by

The Monitor System "Just Press a Button"



Chosen by the U. S. Bureau of Engraving and Printing, the Curtis Publishing Company, the Philadelphia Public Ledger and many others because of its simplicity, economy, safety and operating efficiency.

Practically fool-proof, no delicate parts subject to constant accident. Simple to install, easy to operate. Ask for details.

Monitor Controller Company

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Buffalo
Detroit
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Baltimore, Md.

Boston
Philadelphia
St. Louis
Minneapolis
Cincinnati

N-O-S Compound does away with the necessity of slip-sheeting. Why not try it?

JAENECKE-AULT COMPANY

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WE HAVE NEVER BEEN INTERESTED IN SEEING HOW CHEAPLY INKS COULD BE MADE.

OUR AIM HAS ALWAYS BEEN TO PRODUCE INKS OF THE VERY HIGHEST QUALITY.

MANUFACTURERS OF

FINE PRINTING & LITHOGRAPHIC INKS

FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.

BRANCHES: NEW YORK·CHICAGO·CLEVELAND

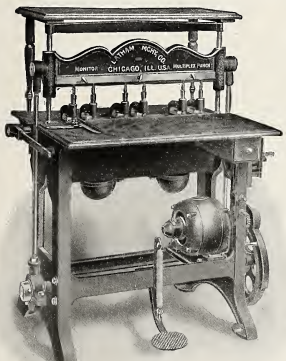
Our goods can also be obtained from printers' suppliers everywhere

"First Aid Hints to Printers." Our little booklet just issued is yours if you'll only ask for it

MONITOR Multiplex

Punching Machine

It Is Important to Consider



The ultimate investment in punching equipment when purchasing a Punching Machine. Don't overlook the fact that the cost of the various style punching members you will eventually buy will far exceed the cost of the machine itself.

The MONITOR is of heavy, rigid construction and will outlast any other. The punching members cost no more. Get the satisfaction and efficiency that comes from owning a Monitor.

No Tools Required for Locking Punch Heads in Position.

Latham Machinery Co.

NEW YORK
45 Lafayette Street

CHICAGO
1143 Fulton Street

BOSTON
130 Pearl Street

The Inland Printer

Vol. 65, No. 1 April, 1920

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, Editor

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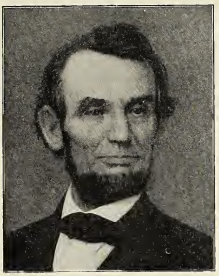
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THE HENRY O. SHEPARD CO., PRINTERS, CHICAGO.

ABRAHAM LINCOLN *once said*

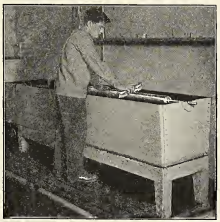
"Never swap horses when crossing a river"



This is a good axiom in the industrial as well as the political world. The foundation of profitable business today is continuous production and satisfactory work. No change should be made that would lessen production or lower quality.

Since the advent of the cylinder press the only kind of inking Roller that has given universal satisfaction is the glycerine composition Roller. This Roller has a pliable, resilient, tacky surface for taking and distributing the ink. It is not affected by oil, which is the basis of all printing inks. If seasonable and of good quality, composition Rollers will produce clean-cut presswork and give continuous service on long runs.

"Fibrous" Rollers are well built from the core up. When Rollers are received at any of our factories, the old composition is stripped from the core, and the core scoured in hot lye before casting. The composition is made from the best grade of glycerine and glue, and great care is exercised in mixing. "Fibrous" Rollers are resilient, tacky and durable. They will distribute the ink perfectly, and produce satisfactory presswork for all grades of printing.



We have five completely equipped centrally located factories, and in our home cities we have an excellent call and delivery service. For quality, economy and service, order from the address nearest you.

BINGHAM BROTHERS COMPANY

(Founded 1849)

ROLLER MAKERS

NEW YORK
Main Office
406 Pearl Street

ROCHESTER
89 Mortimer Street

PHILADELPHIA
521 Cherry Street

BALTIMORE
131 Colvin Street

Allied with BINGHAM & RUNGE COMPANY
East 12th Street and Power Ave., Cleveland

BOOKS

GOD be thanked for books. They are the voices of the distant and the dead, and make us heirs of the spiritual life of past ages. Books are the true levellers. They give to all who will faithfully use them, the society, the spiritual presence of the best and the greatest of our race. —CHANNING.



The Inland Printer

LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

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THE "MISSIONARY" WORK OF THE NEWSPAPER ADVERTISING SALESMAN

BY H. W. SMITH*

NOT more than one merchant in ten in the small town is thoroughly "sold" on advertising. Of course the proportion of those who use space is much higher, but, judging faith by works, the elect are sifted to a scant ten per cent. How may this be proved? By the types the newspaper solicitor encounters. The "bell wether" type of merchant is he who shapes to a great degree the buying habits of his customers. Though the weather be unseasonable and the public apathetic, this type will be found using some form of publicity to stimulate buying. The "bell wether" is usually president of the commercial club — if the town has one — and the civic improvement league and superintendent of his Sunday school, not because he is keen for personal publicity, but rather because he can't help doing and being these things.

The rest of the field consists of those who advertise spasmodically with lesser degrees of faith; and of those who do not advertise. These men have never been properly sold.

Beginning with types, there is Number One, who considers the newspaper a charity patient. The paper's a good thing for the community, in his opinion, therefore he must support it. He doesn't believe that advertising helps his business, but he buys space, and, if you will let him, he'll give you a card announcement to be run issue after issue without change. Obviously, here is your chance to make a convert. Write some live copy for him and change it from issue to issue. He's not such a bad fellow and is potentially a good advertising man.

Worse is the chap who responds grudgingly, saying that "merchants in this town are bled white by solicitors." This type quit advertising a month after a Liberty Loan worker had sold him a half-page space that may have cost him all of $7.50. (This is another way in which the publisher felt the pinch of war-time exigencies; many merchants held down their advertising until these contributions were caught up with.)

The "fifty-fifty" advertiser has the trade idea. "Trade with me and I'll give you advertising" is his attitude, if not actually his outspoken view. This type has been known to refuse to advertise in a paper that reaches seventy-five per cent of his field because Jones, Smith or Brown of the *Bugle's* staff bought a certain order of goods from a rival. The solicitor must be chary of displaying a new pair of shoes, a hat or a suit in this man's store, unless purchased there. Eventually the solicitor will find it necessary to develop more independence in dealing with this type. Mr. Fifty-Fifty must be taught that advertising is a commodity and its purchase a matter of business.

The advertiser who is looking for concessions causes the publisher much trouble. Few publishers believe in rate cutting, but many practice it. By so doing, they remove the advertiser farther than ever from the idea that newspaper space is a valuable commodity as stable as goods on the shelf. The most crafty type of concession seeker is the one who signs a contract agreeing to use so much space a month for a certain period, say of twelve months, agreeing further that the

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excess of one month is not to be applied to any following month. Of course he gets a lower rate. The ostensible value of the contract to the publisher is that it spreads the advertising out over the year, enabling him to avoid a "feast-famine" condition. Another advantage to both publisher and advertiser is that it causes the advertiser to look ahead, to plan his advertising in terms of a campaign.

Country retail merchants, however, are not so well educated as city merchants in the keeping of contracts with newspapers. When a dull period approaches, many sidestep their advertising pledges without a qualm, justifying this course with the thought of large sums invested in advertising in the last few months. They have not been taught to consider the publisher's side of the matter. If things come to a show down through the obstinacy of the advertiser, shall the publisher insist upon fulfilment and risk the everlasting enmity of the merchant and his circle of business friends? Business feuds are much more deadly in a small town than in a city. If the contract plan is retained because of its several real advantages, the advertiser must be impressed with its mutuality.

The announcement style of advertisement, really a business "card," was formerly characteristic of country newspapers. It ran something like this: "It will pay you to trade with Brown & Jones, The Quality Grocers. We'll Treat You Right."

Brown & Jones, or perhaps their sons who now run the business, tempt us in this fashion: "Grocery Specials Friday at Brown & Jones, 210 Broadway—Phone 55. Ten-cent Quaker Oats, 9 cents; 6 bars Lenox Soap, 25 cents, etc."

We have no comment to make on this evolution from the general to the specific. We are concerned with the new types that have evolved with the change. In general, this group may be characterized as Believers in Immediate Returns.

The cut-price advertiser may be passed without description. The least said about him the better.

The "meteorologist" scans the sky, consults the thermometer and sometimes the barometer before deciding to come into today's issue. If the day seems likely to be foul, he retires to his den and no amount of coaxing or argument will bring him into your columns. This type is just a freakish component of the rather large class of "hand-to-mouth" advertisers who never look ahead. Their failure to make advertising appropriations for the year makes it impossible for the advertising solicitor to give conscientious service in selling campaigns by the week, month, or for a longer period.

The advertising skeptics may be divided into two classes. The first is the more confounding to the advertising enthusiast — the respected citizen who has amassed a competence in business *without advertising*. There are a few of his tribe who by sheer personal force, rugged honesty and courtesy have, *after many years*, arrived. The second division of skeptics contains those who have "tried" advertising and are convinced that it doesn't pay. Their education has been neglected. Although the responsibility for their attitude rests usually with the advertising solicitor, we shall pass lightly over his indictment, realizing the many and varied cares of the country newspaper man.

The significant thing about this last class is that it is the one into which all the types, save one or two, are drifting. The advertising solicitor who caters to the whims of those who are not thoroughly "sold" on advertising, by accepting their orders for space, is laying up trouble for the new advertising solicitor — his successor — the following year.

The advertising solicitor who exploits one country field and moves on to another exists in great numbers and is generally able to command a good salary.

Today carries on its broad shoulders the memories of yesterday, the service of today, and the promises of tomorrow. Who would not live TODAY?

J. GLENN HOLMAN

THE MOST POORLY ADVERTISED INDUSTRY

BY ROBERT E. RAMSAY

Shoemakers' wives are worst shod.—An Old Proverb.

AT the outset, let me say that I am not speaking my opinion in the caption, but I am quoting one of the printing craft who remarked to me, in talking on this subject of advertising various businesses, "The printing industry, to my mind, is the most poorly advertised industry in America." Still, when I look over the literature that comes to my desk year in and year out to advertise the printing industry, I am half inclined to agree with him. The problem of advertising printing is, we must admit, one that requires a lot of thought, and there are many exceptions and peculiar conditions which must be taken into consideration in forming any plan. One of the first things to be considered is the territory to be covered. You will find a printer in Pittsburgh going to Philadelphia to get work, while the printer in Philadelphia goes to New York, and so on.

Since it is not our intention to make this purely a destructive criticism, but rather a constructive suggestion made with an outside viewpoint in mind—the viewpoint of the buyer of printing — let us consider what forms of advertising are now being used by printers to get business and which forms seem to be the best ones to accomplish the purpose desired. Should the printer advertise in magazines or class papers of somewhat general circulation? While we are not privileged to give names, we know of at least three concerns who have spent quite large sums in an endeavor to advertise their printing service to several thousand readers of a class journal, a very small percentage of whom could ever buy from the firm advertising. Unless the printer expects to develop a sort of "mail-order" printing concern, selling the goods entirely by mail, it would seem that a campaign in a trade journal should not be considered except as a means of building prestige. We come right back now to the problem of territory to be served. No merchandising house with an eye to profits would try to advertise nationally when it only had distribution in Buffalo, New York, or Birmingham, Alabama. Yet that is what many printers do, relying exclusively upon that form of solicitation, and expecting to bring home orders from their own home town by advertising almost everywhere else. I happen to know of one printer who published a house-organ and circulated it entirely outside of his own home town — later he discontinued the house-organ "because it did not pay." Naturally this instance is a far-fetched one, or at least unusual, but many printers are guilty of advertising nationally in the hope of getting business at home, or within their immediate home territory. Of course some printers are out for a certain class of business — million runs, for instance — which they frequently have to advertise nationally in order to dig up the prospect.

Another form of advertising printing that we frequently meet is the sending out of specimen copies of some work done for some one else. From a casual inquiry made to several buyers we are led to believe this is hardly impressive, for the average buyer knows the ability of almost any good printing house to give a good looking job, after the plates, typework, and all other details have been provided. We happen to know of one of America's most prominent printing plants which enjoyed an unprecedented run some years ago, and it was not unusual for the owners to farm out the presswork on a job, watching the details in their competitor's pressroom. It went out later as a Jones job — after having been actually printed in the little shop of Smith. To us this seems to answer the futility of getting many jobs on the basis of "beautiful samples of work done for others." One big buyer interviewed said: "The only reason I ever stop to look at the 'beeutiful samples' submitted is to gain an idea of the relative ability of the shop to handle my work."

Next to the sample fellow is the printer who now and then, when his presses are not busy on anything else, sends you a broadside, or a mailing card, or some similar non-continuous form of advertising. Then there are the printers who publish house-organs of their own. They are comparatively few and far between, and their trouble, as the writer has suggested elsewhere, is their failure to get them out *periodically*.

"So far you have done nothing but find fault, pass out destructive criticism," you say? Only as a starting point to making some concrete suggestions. Almost without exception, the printer with whom we have ever had to do business lived up to the old proverb quoted at the beginning.

This undoubtedly is in a large measure the cause of the present day printing industry advertising, just as the newspaper is usually a poorer hand at advertising itself than it is at advertising for any one else. The same holds true of magazines and a number of other forms of advertising. It was not long ago that two different nationally known newspapers conducted campaigns to get outsiders to prepare advertising copy to advertise for them.

Many printers, in an endeavor to get something to advertise, install a "service department" where, on the spur of the moment — I mean no disparagement of those printers who have really good service departments — they will solve any one's printing advertising problem. The laughable part of this is that so frequently they are notoriously poor advertisers themselves, and yet they set themselves up as being able to solve the advertising problem of any one else.

My experience, which I find confirmed by others in my line of work, is that we are solicited more by direct representatives of printing houses than any other one thing that is bought by the advertising department. Of course a goodly portion of every campaign is printed matter — on the average from thirty to forty per cent, as I have shown elsewhere — which accounts in part for the many salesmen.

"But what is to be the answer?" you say. "If your argument is good, the printing industry is going to the dogs. If it is the most poorly advertised of all industries, oversold by too many salesmen, and so on, what are we to do?"

To my mind the answer is surprisingly simple. Pick out a certain group, industry, business or trade that you wish to cater to. Study that trade, become real outsiders of the observant type, and then stick to that trade to get your printing business. That is one way; another is to open up a real service department and solve first one class of advertising problem and then another. For instance, suppose you get down to a fine point the how of advertising advertising to dealers. Make a specialty of broadsides, portfolios, and other forms of dealer stimulating literature, and then go after that in whatever territory you wish to cover in your campaign.

One printer has a specialty of making enlarged printings of advertisements for dealer distribution. His sole mailing list is taken from the current issue of that "more-than-a-million-a-week" magazine, and he sends a sample — here a sample tells the story — with a price. We know of dozens of firms, from Far East to Far West, which have ordered these enlarged advertisements of that printer.

Having gotten the opening in that way, this printer could go into other business if he desired, for, after all, getting printing business is like almost any other business — getting started.

Another printer that we know of has become a specialist in printing catalogues of steel furniture; another specializes in reprint work; and so it goes. After all, what does your specializing on some one trade or line of work mean to the customer? It means *service* to him. Whether you have a service department or not, if you have published a steam turbine catalogue you know certain of the turbine business terms; you know whether a cut is upside down or whether it is merely a zinc etching of some one's garage which the engraver slipped in by mistake.

You have a certain amount of knowledge of his work, which will save time, labor, inconvenience, proofreader's queries, etc.

That is one form of service. Another form of service is ability to show the buyer how to save money. If you sell a buyer a lot of printing he can't use, you are going to have trouble later. Not long ago a big Western printer said to the writer: "Last week we had an interesting case. A firm bought 125,000 pieces of a certain kind to mail to a list of that number. One of my salesmen, now gone, took the order and we finished the job. The buyer got almost no returns from certain States he mailed to. I inquired and found he had merely rented the list; it had not been checked up in years; in some States laws had changed the situation so that the prospect was not now interested. What that buyer needed was five pieces of 25,000 each, after he had checked up the list." Now that firm is done with "direct advertising" or other printed matter. Yet the printer could have saved it with a little service.

Another form of service is to suggest stocks especially adapted for certain classes of work the prospect wants. One printer suggested cutting four-page letterheads down from 8½ by 11 inches to 8 by 11 inches — with a consequent saving and a pleased buyer.

How many dummies do you make up and voluntarily give your buyers? How many of those dummies are so printed up that they can estimate type with a fair degree of accuracy? How many of them have a light line border on to show suggested size of type page? How many of them are carefully marked as to kind of paper, weight, color, and suggested colors of ink for the type matter? How many of them tell the prospect about how many words of the apt-to-be used sizes of type will go on each of the eight, sixteen, thirty-two or more pages in the dummy? The prospect can measure off his cuts and thereby almost accurately estimate his copy if you do this. You offer dummies — yes. But unless you have furnished them the average buyer does not often take advantage of your offer, does he? Your dentist will look over your teeth without charge if you are a patient of his, but how seldom do we voluntarily go to have them looked over.

New sizes of catalogues have been adopted by the Association of Purchasing Agents — have you made up dummies and shown them to your clients? Very few business men are familiar with this new idea.

The much abused word *service*, then, after all is the answer to the printers' advertising problems; not necessarily a horn-rimmed-spectacle chap who can, on a moment's notice, solve all sorts of advertising problems, but actual helpful service.

While not exactly an advertising problem, the printer who wishes to make a success of advertising

his business must surely pick out his territory, or list of prospects, and keep hammering away on them.

All things considered, it would seem to us that the one most logical form of advertising for the printer is a form of direct advertising and a planned campaign that has continuity. In many cases this will mean a house-organ. An examination of those using house-organs shows that the firms publishing *service* house-organs, giving help to their clients and prospective clients, are getting results from them. We need quote but one, an Indiana firm, which writes thus: "We use no other advertising matter, and several of our biggest and best customers have come to us solely through our house-organ." Just as the office furniture business has, through lack of attention on the part of the furniture stores, been diverted to the stationer, who logically has no reason for handling office furniture, so has the printer permitted the advertising agency and other forms of "idea men" to take away business which legitimately belongs to the printer.

This, no doubt, was why our perhaps pessimistic friend, himself a printer, said: "Printing is the most poorly advertised industry in America."

Our personal belief is that this is fast being remedied though, and you who have seen the light can do a lot for your industry by helping the others who are lagging to see that yours is one industry where the shoemakers' children do not go unshod.

WHAT REAL VALUE HAS AN "INTRODUCTION"?

BY LOUIS H. FROHMAN

I HAD been started out on my selling career with a bunch of "lead cards" of prospects that had been on the mailing list of my firm for a long time, but had never been called on or properly followed up. Our sales manager thought them all to be buyers of catalogue and booklet printing, but we did not actually know much about what they used. The first thing that appeared clear to me was that we should decide whether these were potential customers, or whether some of the names could not be taken from our mailing list. So I started out with the chief object of getting information.

I had passed through a course in salesmanship, and had read a good deal about the importance of "entrée," "approach," and the necessity of pussy-footing around before the first call to find out whether Mr. Prospect preferred golf or billiards, his club, or working in the garden; whether he was more irritable when hungry or when struggling to digest a hearty lunch, and other facts of "psychological" interest. I pictured every office guarded by iron doors which required some secret "inside dope" to open.

And yet, I would come back to the simple fact that all I wanted to know was whether these prospects used our kind of printing or not. If they did, I honestly believed that they should want to do business with us just as much as we did with them, for I was absolutely convinced as to the merit of our product, and felt a real pride in representing my house.

So I disregarded the psychological subterfuges, started out with my "lead cards," and was surprised at the way a straight approach and statement of what I wanted to find out swept away the bugaboos. I would tell Mr. Prospect that we had kept his name on our mailing list for some time, but that we had never done any business with him, and that we would therefore appreciate knowing whether he really used any of the kind of printing we did. Often this would lead to questions from Mr. Prospect as to the character of work we were doing, and he would generally volunteer enough information about his business for me to decide whether we really could be of service to him.

It was more than two weeks before I got my first order, but in that time many that had been thought of as prospects were eliminated from our files. Names and addresses were changed in a number of other cases, so that the mailing lists that remained were nearer 100 per cent correct. I had gained useful information about the prospects just from what they had been willing to tell me themselves.

Then one day, when I had been selling for about four months, an acquaintance gave me a letter of introduction to a friend of his who was a large buyer of printing. I had by this time developed several good customers, all of whom had been strangers when I first called on them. With such a fair showing for the time already put in, I felt that my progress would now surely be more rapid, if this letter of introduction should bridge the gap of acquaintance and obtain for me that indefinite but much renowned thing, "entrée."

So with high hopes I went to present my letter of introduction. Sure enough, I was almost immediately ushered into the private sanctum. I was greeted with a cordial handshake and politely asked to "take a chair." But once seated I felt an inexplicable awkwardness, and after an embarrassing pause, I was unable to give what seemed a very worthy reply to the question, "Well, what can I do for you?" There was the trouble in a nut shell. With my letter of

introduction, it was a question of what *he* might be able to do for *me* — to oblige his friend — and I no longer had the opening to show the service *I* could render *him*. In a moment, I felt my case a weak one; that my goods would not stand alone in the face of competition, but needed that letter to make up for some deficiency, and place me on a level where I might hope to gain business. I remember stammering through apologetically, thanking him for his courtesy, and getting out as quickly as I could. I called on that man a number of times as a matter of duty, but I never felt comfortable or on an equal footing, and I never did get an order for printing from him.

Other salesmen are temperamentally different, I expect, and can take full advantage of acquaintance through introduction. But to me it has seemed, since that experience, to bear out in principle a statement once made to me by a Y. M. C. A. secretary. "We are always especially careful in admitting a boy," he said, "when he brings a testimonial of character from his clergyman, for it's generally because he needs it."

Believe thoroughly in your ability to render real service to your customers, and in the product of your house that will back up your representations. Know beyond a doubt that you are giving full value for the price you ask for the job. If you are sure of these two points, you will have no feeling that the customer is doing you a favor in giving you the order, but you will realize that it is a "fifty-fifty" relation between buyer and seller, for the mutual benefit of both.

A PRINTER'S DEFENSIVE ADVERTISING —HIS STATIONERY

BY J. REID HAMMOND



S is often playfully claimed, the tailor invariably wears an old, shabby suit, the horse doctor rides around in an automobile, and the printer never has a card with him. It is often true. Ask your friend the printer for a card some time and see what excuse he makes. Sometimes he *has* some, but at his office, not with him. More often he has been "out of cards for nearly a year and has never had time to print more." People seldom ask him for a card anyway, he says. The small printer's ideas about stationery are often very primitive, and his desires are easily fulfilled. The first article to be considered, of course, is the bill. *Its* importance can not be overestimated. Next comes the envelope. In his opinion, these two articles constitute the only actually necessary stationery. Other articles are a sort of luxury. A letter-head and business card would be desirable — to be printed some time in the "dull season." As for any article beyond these, many a small printer would find it difficult to conceive what the article might be, to say nothing of considering it a necessary adjunct to his business.

What would you say of the proprietor of a small, two-man printing plant who uses no less than fifteen articles of stationery, aside from all blotters, folders, and other forms of aggressive advertising? You would probably call him a "little" fool or a man with big ideas. There is such a printer.

The letter-head, invoice, envelope, monthly statement and business card require no explanation. There is a small sheet with a large heading: "Quotation." It is used to state figures to customers — "estimates," if you would so call them. There is another sheet otherwise just like it, except that it is headed "Confirmation of quotation." Down in the corner of these sheets are plainly stated the various terms connected with the quotation, as regards press proofs, authors' corrections, credit, etc. The psychological function of these documents is to impress the customer with the businesslike finality of the offer, and to permit of a clear understanding before proceeding with the work. A special "Merchandise Order," with an order number, is used to order stock, etc. It has an air of explicitness, and helps to maintain a prestige with the houses this printer *buys from* — a distinctly modern policy. There is a printed "Order Acknowledgment" form, of which the printer speaks with great enthusiasm. It has a two fold psychological significance. First, it suggests that this firm does an enormous business, to warrant having such a special form as an order acknowledgment. Furthermore, it tends to encourage the use of that ideal medium for receiving orders — the mail. Happy is the printer who finds the bulk of his orders in his mail box, that nest of golden eggs at his door. If the customer, two days after he mails his order, receives a good looking, tastefully worded acknowledgment, stating also when he may expect the goods to arrive, he will feel that it is customary for this printer to receive orders by mail. It will encourage him to send his next order by mail, also.

For the return of engraved copper plates and dies — and this printer actually *does* return them without making the customer fight — there is a heavy manila coin envelope. There is a large shipping label; also a smaller label, used upon the interior packages of the

doubly wrapped goods. When a package is too small to admit a regular shipping label, the smaller label is used in its place. Both of these labels are green, of a shade which matches fairly well the special green string which this firm uses exclusively.

Two kinds of self addressed post cards help to carry out the modern advertising idea of "making it easy for the customer." The substance of the first is "Please send representative to see us, with specimens," with blanks for name, address, etc. The second is a "Reprint" message: "Our supply of..... is exhausted. Please duplicate our last order." These are used as enclosures with all bills and statements. The printer claims that a large number of them find their way back, sooner or later. The customer, by the way, is tendered the honor of affixing a postage stamp.

Last, but not least, there is a little sticker, yellow and loud and immodest for such a mite of a document. It is headed "Past due," and works in coöperation with a bill of a bygone date. Upon pressing inquiry, the printer admits that the label itself rarely brings home the check, but he claims that it helps to prepare the customer for the *personal visit* which follows shortly thereafter. This completes this progressive printer's battery of stationery.

Having surveyed the articles individually from the printer's standpoint, let us go to the other end of the mail route and look at them from the customer's eyes. Imagine yourself one of the prospects who grace the firm's mailing list. For some time you have been receiving its admiration inspiring advertising. You discover that your supply of letter-heads has dwindled to eleven sheets. You recall a "Please send representative" post card which came with some blotters. You hunt for it, fill it out and mail it. The next day the spruce, well-dressed representative arrives, and after submitting his fine engraved looking card, proceeds to find out, by showing a neat collection of specimens, what style you prefer and exactly what you want. By this time you have discovered that there are other articles of printed matter that should be replaced. After spending ten to twenty minutes with you, getting your ideas and tactfully suggesting his, he leaves, with the assurance that the "figures will arrive tomorrow." That spruce, well-dressed representative happened to be the young master printer himself, although, of course, you never dreamed of that.

The next morning you receive an official looking sheet called "Quotation" — an itemized statement of cost, always itemized as minutely as possible. Itemized figures do not appear so formidable as a frowning lump sum. The quotation also definitely states the "time of delivery." Your eye lighting upon the "O. K.——" at the bottom, you instinctively sign it and mail it back. Two days later an attractive acknowledgment reassures you. You know that your order is not being neglected. This inspires confidence. Punctually at the time specified the printing arrives. The outer package bears a shipping label. Inside, upon each of the individual packages of five hundred, is one of the smaller labels. The invoice arrives the following day. With it is a return post card with the large title "When these are gone," etc. It is the form to be used in ordering reprint work. By those of acute perception it may be taken as a delicate hint that when you need more of these particular pieces of printing it will be unnecessary to cause the spruce, well-dressed representative to come all the way out to see you again.

To carry the story further, suppose yourself to be one of the vast army of those who are a little slow in paying their bills. (No offense, kind reader!) On the first day of the following month you receive a statement. A conspicuous footnote plainly indicates that unless you applied for extended credit when placing the order, the firm confidently expects to welcome your check within ten days from the issue of the statement. You neglect the matter. On the eleventh day another statement arrives with a little slip of an eye-swelling color attached. The wording of the "past due" notice is not offensive, however. It flatteringly implies rather that "this small account" has evidently been forgotten, or lost among infinitely greater ones. If you do not remit within five days the spruce, well-dressed representative again appears, with a smile. If you are human you hand him a check.

What kind of an impression has this procedure made upon you? Businesslike, to say the least; inspires confidence, reliability; you instinctively feel that you are tossing something into a big, competent machine when you give this printer an order. You naturally associate this firm with the *other* big printers in your city. You might be a little surprised if you were to pay a visit to its office. Many of this printer's customers would open their eyes with incredulous astonishment if they were told that that spruce, well-dressed representative was the "old man himself," the whole boss, and one mathematical half of the entire working force.

Many small printers will work very enthusiastically to produce distinctive blotters advertising their own business. They are very proud of the alluring folders which embark from their offices. These are aggressive advertising, however. Stationery is defensive. Before the commander of one fortification sets out to capture another stronghold, if he is a wise commander he makes sure that his *defense* is amply strong to repel invaders. The printer, in his advertising, should do likewise. To spend a little time and effort upon his own stationery, besides setting a good example to customers, is to strengthen his defense before launching an aggressive campaign.

THE SHORT YET TERRIFYING MATHEMATICS OF THE POOR

ONE of my members who recently wrapt the drapery of his couch about him and laid down to pleasant dreams was entertained by a visitation of Truth. He saw a ponderous heap of letters, and he seemed to know without opening them that each contained an order for work.

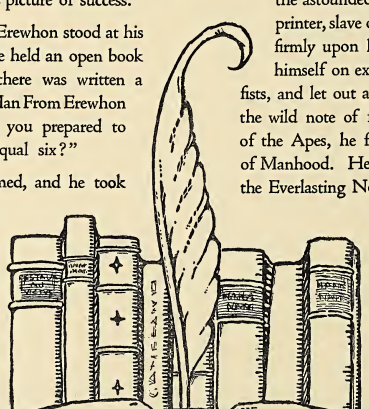
From the workroom came the soothing sound of humming machinery. Many men were moving in stock and moving out completed jobs. In his dream he patted himself on the back and was proud of this picture of success.

Directly a Man From Erewhon stood at his side, and in his hand he held an open book and upon the page there was written a simple sum. And the Man From Erewhon spoke, saying, "Are you prepared to make two and two equal six?"

The printer was alarmed, and he took this book and laid it down before him and he saw written in the book the short yet terrifying mathematics of the poor—"Two and two are four." And he was cast down and sad, and there came over him a feeling of deep depression, and he thought of his wife and his children and then he knew in his heart that the pile of letters could not be opened and that his machinery must sometimes stand idle and that at mathematics the poor are oftener correct, for if they are wrong they must go hungry.

And when he awoke he refused to bid on a job, just to see how it would feel. And when the astounded shopper departed, this printer, slave of the price habit, stood firmly upon his two feet, and beat himself on extended chest with both fists, and let out a yell that sounded like the wild note of freedom. Like Tarzan of the Apes, he felt in himself a spark of Manhood. He had at last discovered the Everlasting No. And now in every six he puts three twos and the last two is for himself—for his home, wife, and for his children.

O. H. MICKEL,
Secretary
San Antonio
Employing Printers'
Educational Association.



RESET SPECIMENS

of

TYPOGRAPHY



CHICAGO
THE INLAND PRINTER
1920


ORCHESTRA HALL
F. J. WESSELS, Manager H. E. VOEGELI, Asst. Manager
1919—Twenty-Ninth Season—1920
Chicago
Symphony Orchestra
(Founded by Theodore Thomas)
FREDERICK STOCK
Conductor
POPULAR CONCERT SERIES
6
Inaugurated in February, 1914
by
THE ORCHESTRAL ASSOCIATION
with the co-operation of
THE CITY CLUB AND
THE CIVIC MUSIC ASSOCIATION
Thursday, January 29, 1920
8:15 P. M.

FIG. 1.


ORCHESTRA HALL
F. J. WESSELS, Manager H. E. VOEGELI, Asst. Manager
Twenty-ninth Season
1919-1920
Popular Concert Series
No. 6
Chicago
Symphony Orchestra
(Founded by Theodore Thomas)
FREDERICK STOCK
Conductor
Thursday, January 29, 1920
8:15 P. M.
Inaugurated in February, 1914, by The Orchestral Association
with the co-operation of The City Club and
The Civic Music Association

FIG. 2.



Fig. 5.

STATE PRISON AT FOLSOM
Officers' and Guards'
Dining Room

MENU

NEW YEAR'S DAY
1920



Cuisine Under Direction
A. L. Tupper
Steward





Fig. 6

1919—TWENTY-NINTH SEASON—1920

Chicago Symphony Orchestra

(Founded by Theodore Thomas)

FREDERICK STOCK
Conductor

SIXTH CONCERT—"POPULAR" SERIES

ORCHESTRA HALL, CHICAGO

THURSDAY, JANUARY 29, 1920—8:15 P. M.

PROGRAM

Overture, "Raymond," . . . . . THOMAS

Symphony No. 1, "The Rustic Wedding," Opus 26, GOLDMARK
- Wedding March, with Variations.
- Bridal Song.
- Serenade.
- In the Garden.
- Dance.

INTERMISSION

Ballet Music from "Feramors," . . . . RUBINSTEIN

Waltz from "The Bat," . . . . . STRAUSS

Marche Slave, ... TSCHAIKOWSKY

FIG. 3

TWENTY-NINTH SEASON
1919-1920

Chicago Symphony Orchestra

(Founded by Theodore Thomas)

FREDERICK STOCK
Conductor

Sixth Concert
"Popular" Series

ORCHESTRA HALL, CHICAGO
THURSDAY, JANUARY 29, 1920
8:15 P. M.

PROGRAM

Overture, "Raymond," . . . . . THOMAS
Symphony No. 1, "The Rustic Wedding," Opus 26, ... GOLDMARK
- Wedding March, with Variations.
- Bridal Song.
- Serenade.
- In the Garden.
- Dance.

Intermission

Ballet Music from "Feramors," . . . . RUBINSTEIN
Waltz from "The Bat," . . . . . STRAUSS
Marche Slave . . . . . TSCHAIKOWSKY

FIG. 4.

Dynamo and Motor
BRUSHES

CATALOGUE No. 4

CALEBAUGH
SELF-LUBRICATING
CARBON COMPANY, Inc.

1503 COLUMBIA AVENUE
PHILADELPHIA, PA.



CARBON BRUSHES

Fig. 7.

Dynamo and Motor
BRUSHES



CARBON BRUSHES

CALEBAUGH
SELF-LUBRICATING
CARBON COMPANY, Inc.

1503 Columbia Ave.
PHILADELPHIA

Fig. 8.

Illustrated Catalogue and Price List

THE LARGEST MANUFACTURERS *of* MOLDERS' TOOLS *in the* WORLD

MOLDERS' TOOLS

Manufactured By

Burr's Damascus Tool Works

66-68-70-72 Fort St., East DETROIT, MICH.

Fig. 9.

Illustrated Catalogue and Price List

MOLDERS' TOOLS

BURR'S DAMASCUS TOOL WORKS

66-68-70-72 Fort Street, East

DETROIT, MICH.

The Largest Manufacturers of Molders' Tools in the World

EDITORIAL

Modern advertising has certainly taken on an entirely new tone. It is becoming more and more an educational institution. For instance, notice the advertising of the papermakers, educating the printer as well as the general buying public in the proper uses of paper and the adaptation of different grades to different classes of work. Notice the typefounders and the makers of typesetting and typecasting machines, teaching and demonstrating the proper uses of type. Printers — some of them, at least — are using the same methods in their advertising, but not to the extent that they should. There is a wide field open in printers' advertising for educating the general public in the proper use of printing and in the vast importance of printing to the business world, and printers should not overlook this important feature of their business.

In a talk before the Advertising Council of the Chicago Association of Commerce, Edward S. Jordan, president of the Jordan Motor Car Company, of Cleveland, made the following statement: "The thought which I try to give to automobile dealers throughout the country, and which I am going to give to you today just as I give it to the dealers, is intended to call to their attention the fact that they are in a business, a dignified business, in the greatest business in the world, and I love that business, I respect that business and I am out to sell every single individual with whom I come in contact on the fact that I do love that business and that I respect it and I expect every other man to respect it." As printers, we can well afford to think this over carefully and apply it to ourselves and our own business. Printing is a dignified business; it is the greatest business in the world, notwithstanding Mr. Jordan's claim for the automobile industry. As printers, we should love and respect our business, and should be out to sell all with whom we come in contact on the fact that we love and respect our business and expect every other man to respect it.

Shop Meetings.

On a number of occasions we have made reference to the subject of shop meetings, and it is with great interest that we watch the development and extension of this phase of work, which is of importance not only in connection with building up the morale and efficiency of an organization, but also as regards fostering a better understanding of the principles underlying our industrial system and our system of government. The shop meeting can be used to serve either or both of these purposes, and will result in great benefit to all concerned.

We have been especially interested in watching the meetings in one large institution that has come under our observation, the Babcock Printing Press Manufacturing Company. These meetings have combined lectures on important timely topics along the lines of the Americanization work with entertainment and social features, proving remarkably successful in creating a feeling of friendship throughout all departments. It has also been of interest to watch other institutions where meetings are devoted to matters pertaining directly to the business, among these being the Wm. F. Fell Company, of Philadelphia, and the Speaker-Hines Printing Company, of Detroit.

We believe there is not a business organization that is too small to benefit by devoting an hour or two once or twice a month to a free and frank discussion and consideration of shop problems vital to the business, or to timely matters of general interest. The time spent will prove an investment that will bring big returns to the workers as well as to the institution itself.

From Far Away South Africa.

We have been favored with a report of the proceedings of the "First National Conference of the Printing and Newspaper Industry of South Africa," held at Johannesburg, November 10 to 15, 1919. Had this report been read to us without our knowing the source from which it was received, we would have taken it to be the report of a meeting somewhere in our own country, so great is the similarity of the problems discussed — which goes to show that the world is not so large after all, and we are all working together for the same ends. The report is extremely interesting, so much so that we regret space prevents an extended review.

The conference was said to be "the most important industrial event in the history of the South African newspaper and printing industry." It combined employers and employees, representatives being present from the Federated Master Printers and the Newspaper Press Union on the one side, and from the South African Typographical Union on the other side.

Consideration was given to the question of a national agreement to govern wages and other conditions of labor, and the inauguration of a national industrial council or

joint board, equally representative of employers and employed, for the whole industry. In welcoming the delegates, the president of the Transvaal Associated Master Printers stated that it was "the first attempt in South Africa of employer and employee to bring to practice on a national basis the desire to solve industrial differences by the methods of reason." He also stated that he felt sure it was the desire of both parties that "the strike weapon as a method of settlement should be buried and forgotten. That method was morally, socially and economically disastrous to both employer and employee."

That printing is again a leader, even in South Africa, is shown by the statement made by one of the speakers, the Minister of Mines and Industries, that it was "the first national representative conference, not only of the printing industry, but of any industry in South Africa." The necessity of organization was strongly emphasized, as was also the great importance of the printing industry, which "dealt with the intellectual food of the country," and without which "books would be impossible, and in a modern civilization without books it would be almost impossible for a man to think."

Attention was called to the fact that the conference was dealing with 258 establishments scattered all over the Union, representing capital invested to the amount of nearly two million pounds.

It is gratifying to receive this report showing the advancement of and the progress being made in our industry in a place that we have generally been inclined to feel was so far away. We extend our hearty congratulations and best wishes, with a "handshake across the seas."

Production and Transportation.

Much has been written regarding the decrease in production and its effect on the present high cost of living, but there is still a great deal more that can be said on the subject. It is evident, according to reports from various sources, that we have not yet recovered from the reaction and letting down of effort which followed as a natural result of the high tension and strain of the years of war. We have not gotten back into our proper stride, are not working at our regular degree of efficiency.

It can not be denied that the need of increased production, especially of essentials, is great. Pick up almost any magazine or paper, and reference will be found to this need. In the house-organ of the Diem & Wing Paper Company, of Cincinnati, under the heading "Cause and Remedy," we read:

> What is the cause and the remedy for the present high cost of living? The subject is so extensive and there are so many conflicting opinions on it that it is hardly possible to answer the inquiry. But it can scarcely be denied that there are three fundamental causes:
>
> First.— A genuine shortage of all kinds of merchandise, due to reduced production during the war.
>
> Second.— Widespread "labor slacking," evidenced not only by strikes but by a tendency among workers of all classes to spend their time and effort fighting among themselves for the limited supply of goods available, instead of buckling down in earnest to produce more goods and to make the supply more plentiful.
>
> Third.— A great increase both in cash in circulation and in credit, due to government bond issues and the paper profits of speculation, which increases the cost of living by making money exceptionally cheap.
>
> The remedy for the third cause is complicated in the extreme, so much so that it would necessitate the attention of an entire crew of financial experts. The remedy for underproduction and labor slackage is simplicity itself. It lies in the single word "*work*"— for, in the final analysis, at least two-thirds of the widely heralded high cost of living is really the high cost of laziness.

From an advance proof of an editorial appearing in the current issue of *Power Plant Engineering*, Chicago, we quote the following:

> Coming down to the cornerstone of our industrial structure, do we not find it labeled "production"? By production, as the term is commonly used, is meant the quantity of finished articles put upon the market during a definite period of time by an individual or collection of individuals engaged in the industry. Things produced may be classified either as essentials or luxuries. What the world needs today is more essentials. People are buying, however, many luxuries entirely out of proportion to the essentials. What they buy of luxuries they pay for handsomely, what necessities they are compelled to buy they pay for grudgingly. The result is that many have gone into lines of production where the profit is greatest and money is easiest to get, leaving the production of essentials to comparatively few, and the demand constantly increasing with, naturally, an increasing market value.
>
> In order to stabilize industry, the demand for luxuries must decrease, thus forcing more people into the production of essentials. . . .
>
> We are all consumers and should all be producers; our industrial fabric is made up of all industries; its weakest threads are those where class advantage is sought. This effort on the part of some injures all others and in the end weakens the cause of those who started the agitation. Altruism is the only basis for general welfare, and the spirit of altruism must prevail in all industries and all classes, if economic disaster is to be avoided.

A somewhat different attitude is taken by *Manufacturers' News*, the organ of the Illinois Manufacturers' Association, which in an editorial in a recent issue states:

> . . . We had our war production geared up to something marvelous, but our peace time production has become a joke, and apparently nothing is being done to stabilize it except talk and railing at the high cost of living. When the war was on, when something had to be done, when more men were needed and more money was needed, we joined hands and all pulled together and accomplished results which the whole world admired.
>
> For months every amateur economist has taken his pen in hand and exhorted manufacturers, miners, farmers and wage earners to "speed up production." Production has become the national shibboleth of the moment. We can't get along without a shibboleth, and we can't get away from it. It stares at us from every printed page. It is dinned into our ears by every after dinner orator and congressman. But no constructive remedy is offered.
>
> Today countless thousands of tons of freight are piled up in factory warehouses; hundreds of thousands of tons of iron and steel are awaiting shipment; millions of bushels of grain are stored in Western elevators; many plants are working on reduced time because they can not get an ample supply of coal.
>
> What good is more production if we can't move the output on hand? The crying need of the hour is more locomotives, more box cars and gondolas, and better tracks. If we must have a shibboleth, let it be: "More transportation."
>
> The long and short of it is that we are way up in the air. Prices of every kind are soaring. It would be better for us to come down by the fire escape than to jump out of the window later. If we descend decently and in order, we can get down without causing very much damage. *Manufacturers' News* suggests that an organization be effected to stimulate production and transportation similar to that which handled the Liberty Loan campaigns.

While we are inclined to take an optimistic view, and have sufficient faith to feel that the situation will eventually be worked out to the good of all, nevertheless we can not help but look on the situation as one that requires serious consideration and immediate attention. Action must not be delayed. Whatever the cause may be it should be ferreted out and overcome so that industry can move forward freely without obstruction. If each and every one concerned would put his shoulder to the wheel and exert himself to the same extent as during the trying days of the war when we were all working toward victory, we would have less cause for worry.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words subject to revision.

Back to the Good Old Days.

To the Associate Editor: GALESBURG, ILLINOIS.

A recent circular sent out by the Wells Bros. Company, of Coffeyville, Kansas, brought back memories of my boyhood days. I remember the old corner. This was close to the place where I stood, jammed in by anxious and excited citizens of that then little city, and saw the Dalton brothers, Bob Evans and "Texas Jack" shot down. The outside stairway running to the second floor of the building was a typical feature of those Western towns. It was up a flight of such stairs that the citizens took Emmert Dalton, the only surviving member of the gang, after he had been shot in the back by a load of buckshot. One of the brothers, who at that time was a schoolboy friend of mine, worked in the Wells Bros. Company store. He has since died. I will see the old town this summer.

The circular is a good job of typography, and shows to a marked degree the progress in our line in that section. When I left that country, I remember there was one printer (I have forgotten his name) who lived in Oswego, Kansas. But he was some artist. A dodger received as much attention in his hands as a letter-head or a cover page. He showed me some of his samples, and two of them I recall — one a letter-head, showing a really good semblance of a barber's razor, made from twisted rule, cutting through a piece of paper, with folded edges, also made of rule. The other was a 6 by 9 dodger. There was a wonderful rule border all the way around, and cut through the border in the upper left-hand corner was a tint block, printed in red, and on the tint block was printed the word "red." Both of these jobs were marvels, but, of course, time killers. But from this beginning this printer got a reputation, and later was head ad. man on the *Rocky Mountain News* — and the *News* was noted, for a time after his advent, for its advertising. I have seen many issues of that publication, and as a boy would marvel at the work this man did. But they would hang him now if he tried to pull off one of his stunts in a modern newspaper or job office. EARLE L. THOMPSON.

The Printer and the Dodo.

To the Editor: BUTTE, MONTANA.

I used to write in a light vein, a long time ago, about "Old Bill," who was an imaginary pressman and who was given to exploiting his views in a more or less humorous way. The printing business was just a josh with Bill and me then.

Just now I am taking a more serious view of the profession, and I want to make a cry about the awful lack of competence among the men who are working at the printing business.

It would seem that most of the men who made printing an art are dead, and that the business is rapidly going to the dogs. The men who boosted the game and worked faithfully and happily to make the printing business something better than a mere vehicle to get the money have had poor support, and it is noticeable that many of them have lost heart and have gone into something else, possibly where there is more money.

I boasted a long time ago about a printer who set an ordinary business card so that one might look at it and get some of the kind of satisfaction that comes from viewing a good picture. Now the question of how long it took to set it would be the vital thing, and no one seems to care a d—— if it is good or not, so long as it is cheap.

The printing business has never attained the dignity that was its due, and when one considers how much time and brains and patience and care it takes to build a good job of printing it seems a shame that its builder gets no more recognition than the one who lays brick or just digs holes, and often not so much money.

There doesn't seem to be any very good reason why printing should be cheap. Printed matter to a large extent is a necessary part of every business, and often it is the vital part of a selling campaign, sometimes the whole stock in trade of boosters of mining, oil and land ventures. Yet printing everywhere has been dirt cheap.

A clean, prosperous printing house is the exception everywhere, and from Maine to California the average print shop looks and smells like a collection of junk, and some pressrooms look and smell like the stoke hole of a deep-sea cattle boat.

For years and years printers have vied with one another to see how cheap they could sell their product, when there was no necessity for it. A house using two thousand letter-heads a year could get them for $3.50 a thousand, and if it wanted five thousand envelopes they might be had for $10.

Printers are foolishly proud, and they hate to admit that they can not tell in advance how much a job of printing is going to cost. There are technical schools and proficiency experts, absolute rules and regulations about figuring work, and yet the fact remains that, considering the human equation that enters so largely into every bit of printing, no one anywhere can tell how much any job of printing is going to cost, even if it is in his own shop and he does the job himself!

Buyers of printing have complained and have been made suspicious because printers' estimates vary a lot. One printer will figure $80 on a job that another prices at $40, while both printers, if they were honest, and in the position where they ought to be, should say: "Mr. Customer, printing is a good deal like painting a picture. I can't tell just how much this job will cost you, but I have a cost system that will show pretty nearly *after the job is done*, and you can have it for that with my little profit added."

The rollermaker knows just how much composition it will take to make a certain size roller, and he can tell very nearly how much it is going to cost, but the machine shop will not tell you how much it will cost you to repair your press, nor how long it will take, because they have no means of telling, but the dub printer can look at a job, and in the twinkling of an eye he can say how much time it is going to take a dub compositor to set the type, a dub pressman to make the form ready, a dub

feeder to run it off, a dub ruler to rule it, and a dub bookbinder to bind it, and if any one of them makes a mistake on the job he is still in the clear and makes a profit anyhow!

But that isn't what I started out to say. There don't seem to be any printers growing up any more — that was it — and mighty few pressmen. They make a stab at the business, but it is a rotten stab. The old kind of mechanics who could blow into any shop and stick out their chests and *print*— where are they?

It has been suggested to me that probably they have gone into plumbing or bricklaying, or something where commercialism hasn't driven out all of the art, and a fair competence might be asked out of the profession, so that in their old age they might go unstintedly to the movies and be listed by the State as the owner of one Ford.

All through the printing business the same thing will apply. Young men are running presses in a haphazard way with absolutely none of the old-time facility, skill and know-how. They lack everything in the way of mechanical adroitness that marked the old school of men who grew up thirty years ago, and who could print when they were drunk better than the sober ones of today.

I firmly believe it is all due to the fool restrictions that unions have made, and to the utter lack of human feeling that has developed in regard to the destiny of the small boy who wants to learn a trade.

Some day we are going to wake up to the necessity of an ironclad apprenticeship law that will tie the young man down until he can pass an examination, and show himself capable, before he goes out to harass the employer and put valuable machinery and material on the everlasting blink.

There are machine operators everywhere, drawing salaries for running a linotype, and for a presumed mechanical knowledge of the machine that they don't possess. A million dollars wouldn't pay for the earless spacebands that go to an untimely grave each year because of this.

Builders of presses are every day working miracles in fine machinery and adjustment, milling parts until a seventy-inch cylinder press will vary less than a hair in impression and register, and this kind of a machine must go into the careless hands of grown up children who couldn't adjust the rollers on a family clothes wringer.

Printers gape open mouthed at a pressroom, and wonder what the various rollers are for. Half of them can't back a cylinder up to make a correction without the help of a feeder, and they have to bring in a mechanical expert to keep a Miller saw in working order.

The average pressman doesn't know a "point" from a foot. He couldn't set a line of type to save his life. He never made a roller, and his machinery would last longer and give better service if he could bring in somebody who knew how to set his impression.

The slightest correction on a press means that the press, the feeder and a compositor waste their time on it coincidentally. In the old time the pressman could make the slight correction while the compositor was hunting his specs, and would rather do it than have the typesticker messing around.

Making overlays isn't the well-defined science it ought to be, and pressmen everywhere are puddling away valuable hours making overlays that serve no end except to eat up time.

It would be an interesting thing to have an exhibit of competence, where a dozen or more pressmen might make ready a certain job under the same circumstances, and then publish a schedule of the time each of them took to do it, or to give each of a dozen compositors the same copy and see what each evolved in time and art.

Men are selfish, and printers have, during the last twenty years, hedged the apprentice about with so many restrictions, and have been so stingy in passing along the things they know, that they have about made the race extinct. Dubs are getting big money for spoiling valuable paper and expensive machinery.

The bookbinder can't rule, nor can the ruler make a book. Which reminds me that I listened to a eulogy over the remains of a good ruler who recently passed away. The preacher was very impressive as he referred to the dead man as a "maker of books," "who built into history the printed word." I have in mind the delicate humor of my friend who lay there, and how his spiritual lips must have twisted in the quizzical grin that was characteristic of him, the while he who had never built any book listened, and remembered that he was no bookbinder, although of that guild, and that he had left behind a grown boy who was not a bookbinder nor yet a ruler, because he had been denied a chance to learn, and — the pity of it — a widowed mother with no support but this boy without a trade.

A. J. Clark.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

Over three thousand new members have been admitted by the Typographical Association within the past six months.

Movie films showing Glasgow industries will include pictures depicting the methods of producing the Glasgow *Herald*.

A copy of the York Missal, dated 1517, was lately sold for £200. Only eight other copies of this edition are known to exist.

At a mass meeting of master printers, held recently at Stationers' Hall, London, there were passed strong resolutions against the proposal of employees' unions to establish a forty-four-hour work week.

Dr. Robert Craig Maclachlan, professor at the Edinburgh University and for more than thirty years chairman of Messrs. A. B. Fleming & Co., printing-ink manufacturers, of London and Edinburgh, whose death occurred recently, left an estate valued at £93,261.

An armed body of men recently raided the office of the *Irish Independent* at Dublin and smashed the machines with crowbars. The publishers have lodged a claim for £44,000, under the Malicious Injuries Act, for damage done to the machinery and other property.

A part of the Laverstoke estate, between Basingstoke and Andover, is on the market for sale. This place is owned by the Portal family, and it has a particular interest because in an old mill not far from the house is made the paper which is used for the Bank of England notes.

There are about fifty thousand persons engaged in the printing trade in London, but at the present time there is practically only one institution designed to afford technical education for the trade — the St. Bride Foundation Institute Printing School, with a very limited accommodation, and at present with a waiting list of about four hundred applicants for tuition.

Herbert Strain, of Belfast, lecturing on the art of printing, referred to the ancient method of printing on bricks. He mentioned the discovery of impressed bricks which proved to be tradesmen's bills. The butcher, the baker, the candlestick maker, he said, presented their bills on bricks, and there need have been no shortage of houses, as a man could soon have built a fine mansion from his bills, paid or unpaid.

A member of the Cardiff Rotary Club recently read a paper suggesting a standardization of the sizes of checks. Any business man can tell of an amazing variety of sizes and colors of checks. Companies' dividend warrants are often suggestive of stock certificates or bonds. He argued that it should be comparatively easy to settle on a uniformity of size and color.

He favors the size 3½ by 8 inches. This writer prefers 3½ by 7½ inches, this being one-third of format No. 0½ of the "Universal" book and paper formats. This No. 0½ format is the present American "National Catalogue" size.

GERMANY.

THE Association of German Master Printers has decided upon a further increase of thirty per cent in the price of printing.

THE publishing house of Ullstein & Co., of Berlin, has established wireless telegraphy between its main house and its branch at Danzig.

THE German Book Trades Association held a book fair at Leipsic, in the week of February 29 to March 6. About three hundred exhibitors took part.

LAST December the German typewriter combine raised the prices of single-shift machines to 2,000 marks, and double-shift machines to 1,750 marks.

IN five years the Insel publishing house has produced and sold over five million books. Its catalogue covers specially the literature of permanent value.

THE city of Leipsic last year gave 20,000 marks to the support of the German Book and Script Association, a branch of the German Museum of Culture at Leipsic, devoted to the history and lore of books and writing.

THE Leipsic Schnellpressenfabrik recently issued a jubilee volume, to celebrate the fiftieth anniversary of its establishment. This concern, which builds cylinder presses, was formerly known as Schmiers, Werner & Stein.

DURING the war the munitions department received through levies on printing offices over 6,500,000 kilograms of old metal. The printing offices were permitted to receive back about 2,100,000 kilograms of metal, in the shape of type, etc.

A WRITER for one of the commercial organs speaks a good word for the "American National Catalogue" size (which was agreed upon after a conference, in May, 1918, in the La Salle Hotel, Chicago). He recommends that it be also adopted by German manufacturers and dealers, especially for foreign trade.

THE *Journal fuer Buchdrucker-Kunst*, the oldest of the German printing-trade periodicals, has suspended publication. It had reached its eighty-sixth year. It had among its editors and contributors many of the foremost typo-literary lights of the country, and it is with much regret that we note its passing.

A PRINTER at Friedland, in Mecklenburg, who had been given the work of printing provisions cards for the Government, stealthily printed a supply for his own use. When this was discovered a mob of workingmen stormed his office and demolished his plant. Incidentally the proprietor shot two of the assailants. Later on, he and his son took safety in flight.

THE national legislature, in December last, passed a bill placing a tax on advertisements, ranging from two to ten per cent, which is expected to bring in 150,000,000 marks per year. The newspaper and periodical publishers protested strongly but vainly against this tax. It is deemed ruinous for many publications.

THE printing of beautiful post cards and of magnificent reproductions of great pictures appears to have suffered little or no decline during the war, according to an English correspondent of the London *Chronicle*, writing from Munich. Germany's color printing trade has survived much better than was expected, and is ready to spread its work over the world again.

ANENT the high cost of paper, *Ulk* prints the following joke: "A certain doctor, who is also a health commissioner, no longer has his prescription blanks printed, but uses the backs of reports and other printed matter coming into his office, cutting these into smaller pieces if too large. One day he wrote a prescription for a nervous woman. She read it, then turned it over, and immediately fell to the floor as if suffering from an apoplectic stroke. The doctor picked up the prescription and read on the back: 'The funeral takes place next Wednesday at 5 P. M.'"

SWITZERLAND.

DURING the war Switzerland used 130,479,339 bread cards, the printing of which was participated in by twenty-one concerns. The cost of these cards was 1,841,751 francs, and 700,000 kilograms of paper was used in their production.

A RECORD for speed in book printing was achieved by the "Hallwag" office at Berne. In 1916 the Russian Countess Galitzin conceived the notion to supply 20,000 Russian prisoners in Austria with Russian Bibles. As these could not be procured from the British Bible Society, she contracted with Swiss concerns to furnish them, and as she wanted them for delivery at Easter, there was scant time in which to get them ready. However, inside of twelve days 816 pages in pocket format were photoengraved from a single copy at hand of the Russian scriptures. Twelve presses were put to work, and in eleven days exactly 20,096 copies, printed, folded, bound, and packed in seventy-eight boxes, were started off to their destination.

AUSTRIA.

BECAUSE of paper scarcity the Vienna newspapers are now permitted to issue only two pages of text daily.

AN agreement between German Austria and Jugo-Slavia provides for the handing over of 47,000,000 kronen worth of paper as part of the compensation.

A RESOLUTION was passed in the Lower Austrian Landtag (legislature) directing the authorities to avoid the use of foreign terms in writing and printing, and in newly printed matter to use only German letter forms.

FRANCE.

ACCORDING to a historical note in *La Presse de Paris*, the first printers' strike occurred in France in 1534. This strike was not settled until 1537.

THE Reuter news agency announces three death sentences as a result of the trial of the persons connected with the publication of the *Gazette des Ardennes*, the pro-German newspaper which was published in Northern France during the German occupation.

SPAIN.

BY a royal order no newspaper will be allowed to be published or sold between noon on Sunday and noon on Monday, and no press message by telegraph or telephone will be accepted between 6 A. M. on Sunday and 6 A. M. on Monday.

AUSTRALIA.

THE ocean vessel Cardinia recently brought to Sydney 1,600 tons of paper, believed to be the largest consignment of such a commodity ever brought by a sailing vessel.

PRINTER PROVERBS.

BY G. W. TUTTLE.

A job on the press is worth two on the street.

You may get a patron by chance, but there is no chance about holding him afterward — it is all up to you.

You have to tickle a patron with an artistic job before he laughs with a harvest.

The first job should be a dredge to open a channel for others.

Every good bit of work says: "Look! Jones did it." Every poor job says: "*Look out!* Jones did it."

A printer might as well hobnob with a buzz saw or with a barbed wire fence as to hobnob with slipshod methods and work.

Remember the old conundrum: "What is the largest room in the world?" and the answer: "Room for improvement."

WHEN WILL PAPER PRICES GO BACK TO NORMAL?*

BY BRYANT VENABLE.

WHAT do you mean by normal? The prewar basis? If this is what you have in mind it is reasonably safe to affirm that the prices of paper will never again come to a normal level. Never again will the social, economic and political conditions of this country or of the world return to the status they occupied prior to the German invasion. To produce and sell paper at the prices that prevailed up to 1914, we should first have to restore all the devastated areas of Europe, to call back to life and to work the uncounted dead whose removal from the productive occupations has impaired the wealth-making power of the nations; to undo the work of political reconstruction, within nations and between nations; to transmute all the guns, the bombs and the instruments of destruction into machinery and cars, into locomotives and steamships. We should have to set aside the law that in economics is as immutable as the law of gravitation, that of supply and demand. The wealth of the world and the money of the world would have to be redistributed in such manner as to restore the purchasing power of the countries most in need of commodities and to make our own dollar buy one hundred cents' worth of groceries or of clothing. We should have to replace the coal that has been taken from our mines and to grow new forests of spruce and poplar on the mountain sides which the lumberman's ax has stripped clean to the rock. And not only should we have to re-establish the wages and working conditions of a decade ago but also the mental attitude of capital and labor.

Dismissing, therefore, all thought of a return to the low price levels that ruled in the paper market before the war, it may be not unprofitable to look the future fair in the face and to adjust our mental processes to the changed conditions. Fluctuations up and down will occur in the prices of paper as in the prices of all other commodities, but until a general equilibrium in world affairs is re-established the long curve will continue upward.

Labor does not show any disposition to discontinue its efforts to bring down the high cost of living by chasing the costs of production up the everlasting spiral. The recent attempts to adjust the differences between owners of the coal mines and the miners have not brought down the price of coal, and it takes a ton of coal to make a ton of paper. Wood in the forest is of no avail for pulp unless there be lumberjacks to cut it and the combined strength of man and beast and machinery to transport it. One of our own principal mills stands in a valley surrounded by hills that are covered with pulp wood and underlaid with rich veins of coal. A few years ago this wood and this coal were the raw materials for this mill. Now, the wages paid to common labor in the neighboring industrial cities and the allurements of urban life are so great that men can not be secured to cut this timber, and the mill is now dependent for its wood upon forests more than a thousand miles distant. Month after month during the past year, with the tipple of a mine less than eighteen miles from the mill, this operation has been dependent for its coal upon mines that lie on the other slope of the mountain range. Manifestly these conditions must be reflected in the price of the product of this mill.

Prior to the war the returns on capital invested in the paper industry, with some notable exceptions, were not sufficient to attract large investments either into extensions of existing paper mills or into the construction of new plants. In the news print industry particularly, the low rate of net earnings actually drove away new capital. The big publishers, in their zeal to still further bear down the price of print paper, invoked the aid of governmental agencies and for a time enjoyed a carnival of unlimited supply at a merely nominal profit. In so doing they killed their own goose.

Then came the war. The markets of the world turned to the United States and Canada for tonnage previously secured from European sources. And after the war there began the present era of advertising and a domestic demand never before experienced. The print mills, many of them sadly run down, were not able to meet these increased demands. With the Government pounding them on one side and the publishers hammering at them on another side, the news print manufacturers are in a position to demand and to get a reasonable profit for their product, nor do they hold out any promises of increased tonnage or lower prices without conditioning them upon such protection in the future as shall be a reasonable guaranty of a liberal return for further investments.

The book paper mills today are generally committed for all tonnage they can make in from two to five months. For the past five years there have been few important additions to the machine capacity of these mills. During that time the normal increase in domestic needs has doubtless been somewhere from twenty-five to fifty per cent. It is generally estimated at ten per cent per annum. Absolutely no provision has been made to supply this enormous tonnage. Nor can such provision be made overnight. Paper machines are not carried in stock or in cold storage. They must be made to order, and it is commonly understood that such an order placed today will be for delivery in not less than two years and at the machine-maker's price at date of delivery. There may be some consolation in this for the man who demurs at placing his order for a ton of book paper for delivery within two or three months at price prevailing then. It is estimated that the heavy castings used in the manufacture of a modern paper machine at today's market will cost approximately $50,000 more than the same castings before the war. Under such conditions, there is no matinee crowd of papermakers lined up before the doors of the machine shop with their money in their hands.

Meanwhile, the Government continues to place a premium upon extravagance and inefficiency, to reward those financiers who have saturated their stocks with water and to penalize economy and good management, through a system of taxation that is both thriftless and un-American. Not only the dividends taken out of productive industry, but the capital invested and the profits left in it, are taken as the basis on which excess profit taxes are figured. The manufacturer shifts the actual burden of this taxation to the distributor by adding enough to the price of his product to assure him of a rate of net income not less than that which he enjoyed before this tax was laid. The distributor in his turn gives another twist to the screw of prices, passing the total burden of taxation on to the consuming public. The business man or corporation, realizing that there will be a tax upon every economy, has small incentive to accumulate a sinking fund out of which to finance needed extensions, to build new mills, or otherwise to make provision out of the prosperity of the present to supply the absolute necessities of the future.

*This article, by Bryant Venable, secretary and assistant to the president of The Whitaker Paper Company, is reprinted from *Paragrafs*, the company's house-organ, for February.

WORK.

Robert Louis Stevenson, who had the happy faculty of always saying the right word, once wrote: "When we look into the long avenue of the future and see the good there is for each of us to do, we realize, after all, what a beautiful thing it is to work and to live and to be happy."

There is nothing so deadly as the easy life.—*Michigan Tradesman.*

Collectanea Typographica

By HENRY LEWIS BULLEN

In place of a life of ease and freedom I have chosen a career of anxiety and toil. A man has higher responsibilities than the seeking of his own enjoyments. He should devote himself to honorable labor.— Aldus Manutius, 1450-1515.

* * * *

Greater Than Lincoln.

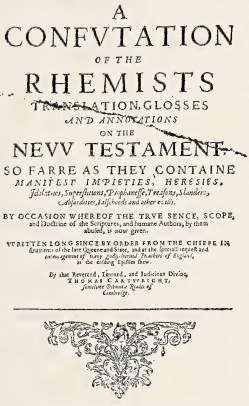
THE above sentiment is the key to the character of the greatest of all printers, the founder of the illustrious Aldine dynasty of printers. In the great period of the rebirth of learning, following the invention of printing, Aldus exerted an influence transcending in scope, benefits and permanency that of any other man. He was foremost in restoring to the world the classic literature and learning which had been suppressed for ten centuries. He excelled as printer, editor, translator, author and philosopher. It ill becomes a printer to be uninformed of the achievements of Aldus, quite as much as it would ill become an American to be ignorant of the achievements of Lincoln. Of the two, Aldus's work was by far the greater. One emancipated part of a race; the other was the chief instrument in emancipating all mankind; and all by means of Printing.

* * * *

The Pilgrim Printers.

THIS is the tercentenary year of the fateful landing of the Pilgrims at Plymouth. Two, at least, of the one hundred and four individuals who crowded the little Mayflower were printers, and these two were men of greater prominence. One was William Brewster, an elderly man, a master printer of Leyden, and Ruling Elder of the New Plantation — its spiritual head. The other was Edward Winslow, printer, a young man, who was thrice Governor of the Plantation (or Colony), who progressed to leadership second only on the executive side to the wise Governor, William Bradford. There is planned for this year a long series of celebrations; the first of which was on Washington's Birthday in London, by Americans and Britons, for the glory of the heroic pilgrimage is shared by England.

In our December issue *Collectanea* told the story of the printing activities of William Brewster. His press was engaged primarily in propaganda work for the furtherance of the beliefs of the Puritans in particular, and Protestantism in general. In this issue we have the pleasure of reproducing the title page of a book printed by Elder Brewster. The original is a folio. Though Brewster's name does not appear in the book, because to print such books in those days of intolerance was punishable by death in some countries, the book is identified as a Brewster imprint, first by the types used and secondly by a clause in the accusation against Brewster made in 1619 by Sir Dudley Carleton, ambassador to Holland from the British king: "As particularly, a book in folio, intituled, *A Confutation of the Rhemists' Translation, Glosses and Annotations on the New Testament, anno 1618, was printed by him.*"



A
CONFVTATION
OF THE
RHEMISTS
TRANSLATION, GLOSSES
AND ANNOTATIONS
ON THE
NEVV TESTAMENT.
SO FARRE AS THEY CONTAINE
MANIFEST IMPIETIES, HERESIES,
Idolatries, Superstitions, Prophanesse, Treasons, Slanders,
Absurdities, Falsifyings and other evils.
BY OCCASION WHEREOF THE TRVE SENCE, SCOPE,
and Doctrine of the Scriptures, and humane Authors, by them
abused, is now given.
WRITTEN LONG SINCE BY ORDER FROM THE CHIEFE IN
Gouernors of the late Queene and State, and at the speciall request and
commandement of many graue and learned Pastors of England,
at the desiring Epsfins hene.
By that Reuerend, Learned, and Iudicious Diuine,
THOMAS CARTVVRIGHT,
sometime Diuinity Reader of
Cambridge.
Printed in the yeere 1618.

Title Page of a Folio Book Printed by One of the Pilgrim Printers. See below.

The printers of America have, therefore, a special interest in the tercentenary of the landing of the Pilgrims at Plymouth in Massachusetts. We hope they will rise to the occasion and in doing so do honor to the decisive influence Printing had in the affairs of the Pilgrims while sojourning in exile in Holland and in attracting so rapidly great numbers of liberty loving persons to "the stern and rock-bound coast" of New England, among them *Collectanea's* forefathers, who arrived in 1634.

The Pilgrims in exile in Holland were largely artizans, as were those who ventured across the Atlantic. They were mainly textile workers. We find silk workers, ribbon weavers, block makers, fustian workers, bombazine workers, wool carders, hatters, a mason, three printers (besides Brewster and Winslow), a pump maker, three "merchants," two "gentlemen" and a few "servants." All useful persons, for the "gentlemen" were William Bradford and William Brewster (our printer). If all these adventurers had been of knightly lineage, affluent and favored with university educations, they could not have governed themselves more wisely or fruitfully. They encouraged democracy and also learning. They quickly introduced Printing, which the aristocratic governors of Virginia expressly prohibited. Let us, then, honor these useful and wise artificers, followers in their way of that great democrat, the Carpenter of Nazareth!

* * * *

When a Well-Paid Democracy Forgets Its Belly.

IF these hours be dark, as, indeed, in many ways they are, at least do not let us sit deedless, like fools and fine gentlemen, thinking the common toil not good enough for us, and beaten by the muddle; but rather let us work like good fellows, trying by some dim candle light to set our workshop ready against tomorrow's daylight — that tomorrow, when the civilized world, no longer greedy, strifeful, and destructive, shall

have a new art, a glorious art, made by the people and for the people, as a happiness to the maker and the user.— *William Morris.*

* * * *

Hard Fate of a Liberty Loving Printer.

IN 1664 in London a printer named John Twyn was executed for printing a book entitled "A Treatise of the Execution of Justice: wherein is clearly proved that the Execution of Judgment and Justice is as well the People's as the Magistrate's Duty, and if the Magistrates pervert Judgment the People are bound by the Law of God to execute Judgment without them and upon them." The book upheld views which today in England are justified by everyone acquainted with the judges and rulers of a time when Milton was proscribed and the bodies of men of whom England is now proud were taken from the graves and scattered in the fields by insensate tyrants. The sentence of John Twyn was:

"That you be led back to the place from whence you came, and from thence to be drawn upon a hurdle to the place of execution, and there you shall be hanged by the neck, and being alive shall be cut down, and your privy members shall be cut off, your entrails shall be taken out of your body and you living, the same to be burnt before your eyes; your head to be cut off, your body to be divided into four quarters, and your head and quarters to be disposed of at the pleasure of the king's majesty. The Lord have mercy upon your Soul."

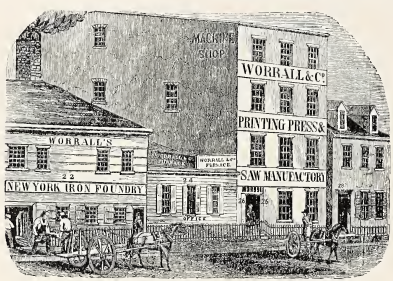
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The greatest duty of a master printer is to conscientiously select the lads he brings into the industry.

Are you fulfilling this duty? If not, now is the time to begin.

Speaking Tubes and Megaphones.

THE speaking tube was an important invention, and served well until the telephone supplanted it. Speaking tubes were invented in 1670 by Samuel Morland of London. He also invented the megaphone. In 1672 Morland issued an illustrated description of his useful inventions. A copy of his book was sold recently for $25. The rapid introduction of Morland's inventions was due to the interesting character of his book. About a year ago a man died who was well known in the world of sports. It was then stated that this person was the inventor of the megaphone. Actually, he was the first man to utilize the megaphone for announcing events in sporting arenas. The encyclopedias have forgotten Morland, but here is the testimony of a well printed, well illustrated, rather luxurious book, in folio, which will perpetuate his honors. Had it been a crudely written, cheap affair it would have disappeared long since. Books are the true and ever reverberating trumpets of fame and the awarders of unimpeachable honors. All books are created by the printers' art, which also creates the authors and the inventors.



Worrall & Co.'s Printing Press Factory in 1848.

In 1848 this was the oldest established printing press factory in New York. There was an older one in Philadelphia, established by David Rawage in 1795, the first press factory in America. Worrall made hand presses, double and single cylinder presses, copper plate and lithographic presses, chases, cases, case stands, galleys, and about everything used in a printing plant, except types.

* * * *

Prices of Paper in 1800.

JOHN NEILSON, of Quebec, printer, wrote to Charles R. Webster, of Albany, printer, on the twenty-fifth day of September, 1800, enclosing two samples of paper, demy size, and asking for quotations. In reply, Webster offered Demy Printing (17½ by 22 inches) at $3.84 per ream, and Demy Writing (15½ by 20 inches) at $4.32 per ream, in Albany. This, of course, was all rag hand made paper. We have this interesting correspondence before us as we write. Neilson wrote that he thought Albany a better buying point than New York on account of the facilities for getting stocks during the winter by sleighs traveling over Lakes George and Ticonderoga and the River St. Lawrence. There was no other practicable way to get freight to Quebec, except in summer by sailing vessel from Boston or New York, a long voyage at the best. We, in these times, who complain of the slowness of railroad freight, can not easily realize the difficulties that the early Canadian and Western printers encountered in procuring supplies.

* * * *

The Mariner's Safeguard.

WHEN out of sight of land, little danger need be apprehended by the navigator. But as he approaches the land, especially if the land is strange to him, he studies his charts each moment, for in them he finds his only safe guide. Many printers are constantly employed printing charts and warnings and instructions for navigators. Whether on sea or land, printing is man's surest guide. Sun and stars may fail the navigator, but Printing never. Much praise has been justly awarded to wireless telegraphy for saving life at sea, but for one life in danger saved by means of wireless, many thousands are saved from danger by means of Printing. Prevention is better than cure. Yes, brother printers, ours is "some" job! Let us buck up.

* * * *

In the field of salesmanship, advertising is the range finder.— *Graphica.*



Premises of R. Hoe & Co. in 1849.

This was the factory and salesroom of this celebrated firm at the beginning of the period when it achieved a wide demand for the type-revolving cylinder press, invented by Richard March Hoe, which made this house famous.



PORTRAIT OF A LITTLE GIRL

Reproduced by courtesy of "Town & Country," New York, from painting by Lydia Field Emmet, N. A. Engraved in four colors by The Powers Colorytype Company, New York, and printed by The Henry O. Shepard Company, Chicago. Process inks by Sinclair & Valentine Company.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted.
For terms for this service address The Inland Printer Company.

For Research in Photoengraving.

The Photoengravers' Joint Industrial Council makes the announcement that not later than next May it will have ready a complete report of a plan for a research laboratory to investigate the chemicals, apparatus and processes that are included in what is termed processwork. The expectation is that the council will be enabled to standardize the chemicals and methods at a tremendous saving to the engraving business. This Joint Industrial Council of the photoengravers is composed of the American Photoengravers' Association of employers, and the International Photoengravers' Union of workmen, all of whom realize that this promises another big step forward by the combined organizations.

Zinc and Copper Plate Sensitizers.

Here are the sensitizers recommended by the Eastman Kodak laboratory for printing on zinc and copper plates, the bichromatized albumin formula being:

Albumin (white of fresh eggs)	2	ounces	100 c. c.
Photoengraving glue	½	ounce	15 c. c.
Ammonium bichromate	½	ounce	15 grams
Water	32	ounces	1,000 c. c.

The half-tone enamel formula following will give a very thin enamel film, preferred by those using fine screens; for a thicker enamel the amount of water may be reduced to twenty ounces, depending on the speed with which the metal plate is whirled when coating:

Photoengraving glue	12	ounces	360 grams
Ammonium bichromate	¾	ounce	25 grams
Ammonia, 28%	30	minims	2 c. c.
Water to make	32	ounces	1 liter

It is recommended that the proportion of bichromate be kept low, being about six per cent of the amount of glue used, that is when printing by the enclosed arc lamp. If open arc or daylight is used for printing, more bichromate may be added to the above formula.

A New Metal Plate Cooler.

In these days when every moment of an engraver's time is so valuable, any device that will reduce the time of the operations and still improve the result is worthy of notice in this department. Just such a device is a plate cooler, the invention of Frank T. Powers, of New York. In the early days it required great patience and skill to heat a plate evenly over the small oil and gas heaters of that period. The modern gas stoves, on the Bunsen principle, with rows of gas jets, overcame that difficulty. Now comes this Powers plate cooler to rapidly and evenly withdraw the heat from the plate without warping the metal. The table top of this invention is covered with a fabric like burlap, which is always wet. The hot plate is laid on this wet table top, when the pressure of the foot on a pedal pumps cold water against every portion of the back of the plate simultaneously. When withdrawing the plate from the cooler the back passes over a towel squeegee that removes all dampness from the back, and the metal plate is ready at once for the next application of resin powder. The inventor has such confidence in its merit that he sends it on trial for thirty days, transportation prepaid. Send to Powers Brothers, 137 West Thirty-seventh street, New York city, for booklet, "The Old Way and the New Way."

Gum Etching Solution for Zinc Plates.

The planographic printer, whether from zinc plates direct or by the offset method, who used tannic, gallic and phosphoric acids in the gum solution for desensitizing the zinc plate, has found these acids so high in price that substitutes have been found in the use of nitric and hydrochloric acids in combination with alum. A stock solution of one pound of gum arabic in one hundred ounces of water is first made. To twenty ounces of this gum solution, diluted one-half with warm water, add one-quarter ounce of powdered alum and a dram of nitric acid by preference, though hydrochloric acid will answer. The alum and acid in the solution grains the zinc slightly, so that it will hold moisture, while the gum arabic prevents the litho ink sticking to the zinc except where the design in ink is. This solution will also remove scum from the zinc plate that might form during printing.

Zinc Etchings That Are Corroded.

George R. Palmateer, Waterford, New York, writes: "Kindly advise what to do with zinc etchings that have become corroded."

Answer.— Zinc etchings are usually corroded by cleaning the ink from them with a lye instead of using benzine, and then the lye is allowed to dry on them. To save them for possible use, the best thing to do is to send them to a photoengraver to see if he can restore them. Or clean them with a stiff brush and benzine, and then rub over the face gently with what is known as engravers' charcoal, which will brighten the surface, when you can judge whether they are corroded too far to print. The charcoal will remove the corrosion if it is but slight, after which the zinc etchings should be gone over with kerosene or other oil to prevent further corrosion.

Photoengravers' Glue.

E. J. Volz writes: "There appears to be a shortage in the market of Le Page's glue, such as is specially prepared for photoengravers' use. What would you recommend as a substitute?"

Answer.— There are many other kinds of fish glue to be had which can be clarified for photoengravers' use. There are the carpenters' fish glue and that used for joining leather belts. These glues usually come in cans, and when tested with blue

litmus paper will be found to be slightly acid. All of these glues should be diluted with water until they are about the consistency of the regular photoengravers' glue. Pour a quart of one of these fish glues into a glazed or enamel lined steam cereal cooker, and stir well into the glue the albumin of at least two eggs. With plenty of water in the lower vessel, cook the glue until the albumin is coagulated in a thick dirty scum on top of the glue. While hot as possible filter through a muslin or flannel bag into a well heated glass jar or bottle. This glue should now be free from grease and other impurities. When using for enamel it will be necessary to add more liquid ammonia than usual to counteract the acidity of the glue. The glue may be neutralized at once, but it keeps better when slightly acid. When one gets used to clarifying these cheap fish glues it will be found that they give a most satisfactory enamel.

Musical Terms in Photoengraving.

E. C. Mayer, New York, writes: "I have been on the doorstep of printing for twenty years. Can you tell me why the name 'Half-tone,' what a quarter-tone is and whether there is a full-tone and a double-tone?"

Answer.—In the early photoengraving processes only black lines on a white ground could be reproduced. This is still called line engraving. By photographing through a screen it was found that gray, or the tone midway between black and white, could be reproduced, hence the name "half-tone" was given to the method of photoengraving that would reproduce gray. Artists speak of the light gray midway between gray and white as a "quarter-tone." "Full-tone" is used in printing when the ink is used at full strength of color, and "double-tone" is a name given to inks that give two shades when printing a single impression.

What a Visitor Thinks of Us.

D. Greenhill, vice-president of the Master Process Engravers of England, after visiting this country to study our methods, gives among his impressions the following: The warmth of the reception given himself and Noel Hunter, his companion, was most gratifying. Not only would the proprietors of engraving plants give most of a morning or afternoon to showing them every detail of their methods of working but would entertain them at dinner besides. The familiar way in which employers would address their men by their first names or nicknames instead of by the formal "Mr." as in England, showed that in America the employee was not treated as a servant but as a friend. The way we specialize, some firms doing colorwork only, others doing newspaper engraving exclusively, was noted. The size of some of our engraving plants was probably the greatest surprise to the visitors. They found in Chicago a studio for making color-record negatives with a copy board 40 by 30 feet. In another house they employed eighty to ninety artists, while in still another there were employed no less than fifty wood engravers. Mr. Greenhill said they did better colorwork in England. Regarding this last statement, there are quite a number of our readers from Missouri.

Hardening Bath for Enamel.

There has been placed on the English market The Ilford Tropical Hardener, intended to so harden the gelatin on dry plates that a developer as warm as 110° F. can be used without softening or frilling the gelatin. The formula given in the patent for this hardening solution is: To ten ounces of water add one-fourth ounce of forty per cent formalin and two ounces of sodium sulphate. This solution is said to keep indefinitely. As the fish glue solution, termed enamel, is similar in characteristics to gelatin, and as the heat generated in etching tends to soften the fish glue around its edges, just where the etching action takes place, it would seem as if this hardener could be used to advantage by the etcher to flow over the developed enamel plate several times before drying it. It need not be washed off. Just twenty-five years ago the writer adopted the practice of staining the developed enamel with cotton blue to determine if there was any scum left over the bared metal. Then he would flow the enamel with a saturated solution of common alum, which changed the color of the enamel to a most brilliant blue and hardened the enamel at the same time. By this treatment he never had trouble with the enamel softening in the etching bath.

Commercial Artists' Union of North America Organized.

After years of talk the Commercial Artists' Union of North America is a reality. It is affiliated with the International Photoengravers' Union, and owes its existence largely to the organizing efforts of Joseph J. Derse, Jr., a commercial artist of New York. Local union No. 1, consisting of several hundred artists, has just elected William McLees as its first president. McLees comes from a family of artists and engravers, his father having been one of America's leading steel engravers. The Philadelphia union is reported to have about two hundred and twenty-five members, and the Newark, New Jersey, union nearly fifty members, with J. Weingaertner as president.

The qualification for membership is that the artist must make drawings for reproduction, so that it includes artists who work for engravers as well as those working for lithographers and offset printers. It is estimated that there are about twenty thousand such artists in North America, 2,500 of them being in New York, and 1,000 in Chicago. At present there are no standards for pricing drawings or for paying artists, and as they are notoriously bad business men they are too frequently taken advantage of, to the disadvantage of not only themselves but of the whole profession. All of this is to be regulated, and there are to be established art schools where they can perfect themselves. Once take away from the artist's mind the thought of scrambling for a livelihood, and he can give attention to cultivating his art.

FABLE OF GOOD PRINTING.

BY LON JEROME SMITH.

In a large city in the East there once lived a man who was in business for himself. He sold all kinds of Insurance, and, while his profits were of goodly amount, he was always striving to increase the number of his clients.

With this end in view, he wrote a series of advertising letters extolling his ability to produce splendid results in his line and sent them to a Printer to be set up. Now the Printer's price was very low. That was why the man sent the work to him!

The letters were duly printed and forwarded to the man, who, without carefully looking them over, instructed his stenographer to mail them to his prospective clients.

Then he waited a long, long time, but no added business came in as a result of the letters, so he grew very impatient and looked over the printed copies of his letters. What he found in them made him extremely angry, and he said unpleasant things about the Printer because the work had been done on poor paper and every page carried a number of mistakes. It was a very poor job and the man knew that his money had been wasted, so he wrote a new series of letters and sent them to a good Printer, whose price was higher but whose work was better.

This Printer used a fine grade of paper and set the letters up in clear, legible type, attractive to the eye, and soon after they were mailed, answers began to come in and good results came to the man, who was very happy over his increased business . . . and he gave the good Printer all his work thereafter!

Moral: Good printing always pays!

JOHN SMITH'S BOOKKEEPING.*

NO. 4 — BY R. T. PORTE.

Synopsis of preceding stories.— John Smith comes to the rescue of Jefferson Bell at a moment when financial disaster threatens, and in addition to his duties as a printer takes a half-ownership in the *Bladon Banner* plant, and the business management. Smith hires Mamie to keep the books and help set type, and also changes the arrangement of the plant for greater efficiency, introduces a system for keeping track of advertisements, and discards the "job hook," substituting a job ticket and register.

Income.

THERE are just two kinds of people in the world. There are those that worry and those that don't. Of these two classes it is mighty hard to say which is in the majority, but taking the average country newspaper publisher, we would say that he belongs to the "don't worry" class. Jefferson Bell was no worse or no better than the average editor who conducts a country newspaper. He was an editor and not a business man. He could write a red-hot editorial, a nice four-line local, and a write up of a Fourth of July celebration that you would always remember. He was a good proofreader, particular as to punctuation, and a crank on spelling. He insisted on keeping the word "county" down, and always referred to the county as "Wayne county." To capitalize "county" meant dire consequences to the unhappy compositor that did the terrible deed. All of these things he understood as being highly important in the making of a newspaper, and without them the paper would be a failure. He watched the "upstarts" who went into the business, and scoffed when they fell down in any of the little niceties of "style," or spelling and punctuation. Bell would fret and fume for days over some simple error that had crept into the paper, and every time he picked up that particular issue he could see nothing but that error, and he imagined that every reader saw it.

Yes, we will take it all back. The country editors like Jefferson Bell do worry and fret a great deal, and perhaps, after all, everybody worries over something, and therefore there is only one class of people — all who worry. But when we think of worry in the first sense we think about worrying over money matters. Seemingly that is the only great thing to worry about. If that is the true test, then few country publishers worry — and Jefferson Bell least of all. It is true that on Fridays, when the "insides" came and enough money to pay the C. O. D. had to be rustled, he did worry somewhat, but when the amount was at hand to pay the obligation, financial worries and Jefferson Bell were far apart.

Not so John Smith. If he ever ceased to worry about money it was only in his sleep. He was a good printer, steady and ever on the job, but as to writing a three-line local, or even a two-liner, that was not his job. He might do it in a pinch, but he preferred not. Give him something to figure out, some mathematical problem, and just to know how much money he spent each week, then you were getting at something he could understand. In a neat little book he had down in black and white every dollar he had earned, and what he had done with it. There are that kind of people, and John Smith was one. He was not stingy nor even, as some call it, "near," for on the contrary he spent quite freely, but just the same he kept track of it.

For a week John had been spending part of his time talking to the cashier of the bank, and looking at forms and books, and writing things on sheets of paper. Seemingly long discussions were being held, and there were lots of arguments. Bell was rather amused at all this, but having known Smith for so many years thought nothing of it. That Smith was planning another new scheme to put into the business did not enter his head. The "advertising jacket" and "job ticket" were certainly enough, and Bell could not comprehend anything else. These two were certainly plenty for any shop to keep track of.

One day Smith asked Bell to stay a few minutes after work to talk things over, and much to Bell's consternation some funny questions were asked him.

"Mr. Bell," Smith said, "do you know how much business you did last year? That is, how much job printing, advertising, legals, subscription receipts and the rest?"

"I — er — I — eh, well, Smith, to tell you the truth I do not believe that I could give you the exact amount in dollars and cents."

"That is just what I thought," said Smith, "and it is a condition that will not be in this shop very much longer. The cashier and myself have been talking over methods of keeping track of what we are doing in all classes of work, and I have about decided to start in with November 1, and find out what we are doing every month. Guess we will have to figure out what is owing us, and take that inventory of the plant and start in right."

"That might be a good idea, Smith, if it did not take too much time," Bell replied. "It always seemed to me that so much bookkeeping was a waste of time, but you seem to like to keep a book full of figures, so I suppose you will have to do it."

Long after Bell had gone, Smith sat at the desk drawing vertical and horizontal lines on sheets of paper and writing in words, and then finally a smile spread over his face, and putting out the light he went out to his supper awaiting him at the boarding house.

What editor does not attend the "church sociables" and entertainments? Possibly a few do not, but the average editor knows full well that a "write up" of the entertainment, with full mention of all who took part, will be looked for in the coming issue, and to leave out the name of a single participant would mean considerable dissatisfaction, to say the least. Believing in giving all the news, and mentioning just as many people each week as possible, Jefferson Bell never missed a church sociable or entertainment. Besides, Mrs. Bell was quite a church worker, and that made some difference, if you get what I mean.

The evening after Smith had said something about knowing how much business they were doing, Mr. and Mrs. Bell attended one of the periodical entertainments at the village church, and on their way home they noticed a light in the shop, and people moving back and forth. As they were just across the street, they decided to go over and see what was happening. On opening the door they were much surprised to find Smith and Mamie busily at work over some books, and the cashier of the bank looking on.

"What's the matter," Bell exclaimed. "Has the place been robbed, or what?"

The three workers looked up much surprised, and then looked at one another.

"Well," Smith said, "we intended to surprise you, but seeing that you have surprised us, I guess it is best to tell you just what we are doing, if you want to stay that long."

"If Mary doesn't mind waiting, I guess it will be all right," Bell said, as he was rather curious to know just what all the excitement was about.

"We are opening a set of books for the firm," Smith answered, "and the cashier here is giving us some pointers, and he might explain just what we are doing, and at the same time help Mamie and myself over some difficulties."

"For goodness' sake, Jefferson," Mrs. Bell exclaimed, "if they are really starting a set of books, stay awhile. You know

*NOTE.— This is the fourth of a series of twelve stories about John Smith, printer and publisher, and his methods of keeping accounts. Copyright, 1920, by R. T. Porte.

I have been after you for years to have a set of books, and now that John is doing it I am indeed interested."

"All right," Bell said, "I guess I will have to stay, and perhaps Mary will keep still about a set of books after she finds out how much trouble it is going to be. I got along pretty well for ten years without all this foolishness, but perhaps after all a set of books will help."

"They certainly will," the cashier chipped in, "and I know that it will mean lots for you both."

"The next thing, I suppose," grumbled Bell, "you fellows will be putting in one of those newfangled cost systems I have noticed THE INLAND PRINTER has been printing about. It will be all system and no paper, I'm thinking."

"This book is what is commonly known as a *Combination Cash Journal*. Many accountants do not approve of it, and I tried to get John to put in something different, but he had figured this out, with some suggestions by me, and would not change. It is not what bookkeepers would call a 'regular' set of books, but if it is properly carried out it will certainly tell you exactly what your income is, what — well, as we have not got that far yet, perhaps right now we had better stay by the income alone.

"Of course you will understand that the first column is for the dates, just as written. The next column, headed 'No,' is to take care of the number of your job, according to the job ticket and the number of the advertising jacket. It can be

	DATE		NO.	ACCOUNTS FOR	DESCRIPTION	INCOME JOB WORK	ADVERTISING	LEGALS	STATIONERY	SUBSCRIPTION
					BROUGHT FORWARD					
1	Nov	1		Office Furniture	Inventory					
2				Composing Room	"					
3				Job Presses	"					
4				Cylinder Press	"					
5				Bindery	"					
6				Job Stock	"					
7				Accounts Rec.	"	67 25	108 65	11 30	1 40	
8				Cash on hand	"					
9				Jefferson Bell	Partner					
10				John Smith	"					
11		1		Adolph Hamilton	Subscription					1 00
12				Iowa B. & L. Ass'n	"					1 00
13			21	Poplaville Item	5 m Stock	10 50				
14		2	22	Citizens Bank	500 Notes	2 25				
15				R. R. Nelson	Subscription					1 00
16		3	24	Chic. Real Estate Co.	500 Land Folders	16 00				
17				" " " "	Subscription					1 00
18		4		Oliver Mission	" (2 yrs)					2 00
19			25	White Real Estate Co.	200 Booklets	3 25				
20			26	Farmers Trade Co.	500 Statements	2 75				
21				Minnie D. Quinn	Subscription					1 00
22		5	27	Ladies Auxiliary	250 Wedgers	1 25				
23			28	C. A. Nicholson	100 Auction Bills	6 00				
24			" "	"	Subscription					1 00
25				American Sup. Co.	Ready Prints					
					TOTALS	109 75	108 65	11 30	1 40	8 00

FIG. 1.—First page of Combination Cash Journal.

"Don't worry about that," Mrs. Bell said. "I think we can safely trust John here not to go too far."

John Smith did not seem inclined to continue the talk on this point, although at the words cost system he shook his head. He had seen time sheets, and other things, which looked to him like a whole lot more work for nothing, and he didn't want to add too much work on his shoulders. The bookkeeping Mamie could take care of after it was fairly started, but the cost system to him seemed an added burden to his work.

After a short time, Smith turned to the cashier and told him that at last they had secured a statement, as nearly correct as possible, of what was owing the concern on November 1, had divided the amount up according to the various classes of work, and had entered the amounts of the various jobs that they had done, and also the amounts received for subscriptions, and asked what next. Evidently the cashier thought they had done enough for one night.

"That will be enough now," he said, "and as Mr. Bell seems to want to see what we are doing, suppose we show him the entries that have been made, and explain them to him."

Jefferson Bell joined the group, and then the cashier started in to explain just what the entries were, and what they meant.

used for another purpose, which will come later, and we will not take the time to explain that now.

"Under the heading 'For' are the names of the various persons for whom you have done work, paid bills, given money, and other transactions. The first six items are part of the inventory which I have asked John to put down, and later we will put in the figures in some other columns to the right, but if they get this income thing started right it is enough for now.

"On the sixth line you will notice the words 'Accounts Receivable' and the figures under the heads in the columns to the right. This is as near as we can figure what was owed you on the first of the month. The amounts in detail, according to the different firms, are on this slip of paper, and will be used in another way later. The 'Cash on Hand' item on line 8 is to take care of what you had on hand in actual cash on the first day of the month, and as soon as John has discovered what the correct amount of that was we will put it in another column to the right.

"You will notice that two lines are left with your name and Smith's. This is for the purpose of putting down what both of you have in the concern, which will be figured out in a few days. The rest of the lines are the items which

interest us right now, and if properly kept they will show you what your income is from the various kinds of work you do."

Bell looked at the open book and seemed to be very much interested. Perhaps much of it was like Greek to him, but we must not think that Bell was not capable of understanding things when explained to him. He certainly understood just what was done, but the idea that it would be of much use had not struck him, although he said nothing.

The cashier then went on to explain that every transaction of a business nature that occurred in the concern must be recorded in this book. It was the "book of original entry," as he called it. Every dollar received on subscription must be put down, the date the dollar was received and from whom, refer to them; in fact, they will not be printed, and as the columns are filled out by Mamie and John Smith we will tell, in following articles, just how it was done and the reason for each entry.

As Jefferson Bell looked at the two pages before him he plainly saw that if kept up, at the end of the month, for the first time in the history of his career as a publisher of a newspaper, he would know just how much business he had done, and just how much advertising, jobwork, subscriptions and other things had contributed to the total.

Knowing John Smith as well as he did, and knowing that John had always kept a record of his personal expenditures and income, Bell also knew that the record would be kept.

DATE 1911		NO.	ACCOUNTS FOR	DESCRIPTION	INCOME JOB WORK	ADVERTISING	LEGALS	STATIONERY	SUBSCRIPTION
				BROUGHT FORWARD	109 75	120 65	11 30	1 40	8 00
20	Nov	6	23 Banner	1320 Lyric					
22			"	3 Col. Plate					
22			R.W. Drotthiva	Cash					1 02
26			People's Pub. Assn	Adv. 30 in		3 00			
28			Citizens Bank	"		75			
31			Wilson & Westgard	Legal (2d time)			75		
32		1	Phillips Pub. Assn	18 Lines Reader		60			
33		53	Daily Gazette	"Victoria" 12 in		120			
29		56	R.D. Lancaster, Atty	"Pd for Receipt" (First time)			144		
34		60	J.R. Johnson	Chgd. Adv. 3 lines		15			
37		61	Travis & Son	"Ballard" - 10 in		270			
38			Wm R.D. Aldrich	12 Legal Cards					60
39		87	A.L. Wilson	Chgd Adv. 3 lines		15			
40		50	A.D. Thompson	" - 3 "		15			
41		48	Citizens Nat'l Bank	" - 8 "		40			
42		35	Mutual Real Estate Co	" - 4 "		20			
43		48	The Toggery	18 in Adv.		180			
44		58	Wall & Tatum	10 in Adv.		50			
45			Lacy Gotham	4 sheets cardboard				20	
46			Central Ohio Pub. Co.	Power of Att'y					
47			Pennsylvania R.R.	Release & Mortgage					
48			Jefferson Bell	Salary					
49			John Smith	"					
50			Mamie Brown	"					
				TOTALS	109 75	120 55	11 30 52	1 60	9 60

FIG. 2.—Second page of Combination Cash Journal.

and the amount carefully put in the column headed "Subscription," and in the column "Description" an explanation given of the transaction. Lines 13 and 14 showed just how the matter of entering jobwork was taken care of, the other lines to and including 25 carried jobs and subscriptions. There were 25 lines to the page. The first two lines on the second page contained the name of the paper, which he said would be taken care of in other columns later, but the next lines down to line 45 showed how the different advertisements for the week had been entered and divided into the various classes under the two heads. Line 38, however, recorded the fact that twelve copies of the paper had been sold, and the subscription column given the credit. Line 45 showed that four sheets of cardboard had been sold, and the amount entered under "Stationery."

All questions as to what the rest of the columns on the right were for, the cashier refused to answer, giving as an excuse that it was late, and perhaps in a day or two he would have time to explain, but John had an idea, and as the various transactions took place the amounts could be filled in in the other columns.

As the other columns were blank we have thought best to follow the cashier's plan in showing our reproduction and not

He walked home in silence, beside his better half, and although she looked at him several times, he went along with a slightly bent head, and she *knew* that Jefferson Bell was doing some tall thinking and would soon have something to say.

"Mary," Bell said when they had reached home, "I hope you are now satisfied. The grand system of bookkeeping has been started in the firm of Bell & Smith."

And Mrs. Bell only smiled.

PRINTING-OFFICE CHICKENS.

Hatch the chickens first. Count your returns from satisfied patrons at the sunset instead of at the sunrise. Get the outages down and get 'em down correctly — expenses, all types of 'em. Then listen; possibly you may hear a peep! If so, get a fence around that chicken, quick! But be sure she is your bird — don't fence the other fellow's bird by mistake, the way my friend, the country storekeeper, did. Smith took his inventory; was almost overcome by the showing of profit; had heart expansion and made his clerk a present of a fine watch. Had memory expansion the next morning; found he owed $1,000 on a note which was not included in his inventory. Chicken stopped peeping! Curtain dropped!—*G. W. Tuttle.*



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

An Astonishing Solecism.

One of the most surprising instances of solecism that ever appeared in print was shown in the title of a book, "Why We Punctuate." What the book was meant to elucidate is the determination of how to punctuate, which of course should show why we punctuate in certain ways, but is not in any sense the kind of exposition implied by the title used, which indicates only a general showing of why any punctuation is used. I had thought this about the worst that could be done, until I saw a book on "Modern Punctuation," in which occurs an expression that transcends all others in esoteric vagueness. This book speaks frequently of "compounding points," even of "the compounding semicolon." Compounding is uniting elements into one mixture, and punctuation is pointing off or separating groups one from another. Can any one show me how punctuation can be compounding?

"Differ With" and "Differ From."

E. L. N., Canadian, Texas, writes: "In the use of the expressions 'differ with' and 'differ from,' I maintain that 'differ with' should be used when two persons are at variance on a subject of discussion, while 'differ from' should be used when they differ as to habits and appearance. My employer maintains that 'differ with' is grammatically incorrect for any use, and insists that 'differ from' is the only correct expression, although the Century Dictionary cites both uses as I have described. My employer uses the expression 'disagree from' and maintains it is the only correct use. I believe that 'disagree with' is the correct usage, and the Century quotes only 'disagree with' and does not show any use whatever of the expression 'disagree from.' Please show both of these phrases with their correct usage and cite authority for same."

Answer.— I must differ with that employer, and agree with the letter writer, because it is conventionally grammatically correct to say that one differs with another in regard to certain occurrences, and also that one differs from another in certain ways. The main authority for such difference is the fully established usage by all good writers and speakers. It would be hard to find any more trustworthy authority than the Century Dictionary, for that work was made by scholars having the utmost and most deserved reputation. All dictionaries, however, are mere records of what writers and speakers actually use, though of course they all select for their records that which is used by the best writers and speakers. No good dictionary is intended to teach theory; every one is devoted to the exposition of actual practice. Our letter writer has stated the true difference between the two expressions first mentioned, but cited only the dictionary least known popularly because of its large size. All those most known might well be cited, for they are all alike in their treatment of the words noted. Persons differ with each other, not from each other, when they take opposite sides in a dispute, especially in physical contention or personal dispute; they differ from each other in physical aspect or mentality. Things differ from other things in appearance or in character; they never differ with each other, for differing with others involves mental or physical coming together, which is not an attribute of things inanimate. I can find no record of any good usage which sanctions the saying that any one or anything disagrees from another, but authorities unite in the decision that "disagree with" is correct English. I can not undertake research for authorities other than the dictionaries, which might, and probably would, involve a great deal of needless work. In all such cases any full dictionary should be sufficient authority, and in these particular cases all the dictionaries are practically alike.

Grammatical Correctness.

C. A. S., Fergus Falls, Minnesota, asks: "Is the following sentence grammatically correct? 'Mrs. Johnson's division was hostess to the ladies of the M. E. church.'"

Answer.— The question as asked is provocative of doubt as to the occasion for it and also as to the point of uncertainty. If it is asked as a question whether a proofreader, finding the sentence so written in copy, should alter or query its grammatical construction, the answer is emphatically negative. Nothing in the sentence is properly liable to a proofreader's objection, although of course the reader is as free to disapprove personally as any one is, and the same fact could be told in a way that would not suggest any objection. One plain sense only is expressed by the words, which is that the women of Mrs. Johnson's division were the hostesses of the women of the M. E. church. This indicates a second possibility as to the point of doubt, namely whether the preposition should be "to" or "of," the other being whether it is permissible to speak of the division as "hostess." To meet the doubt I shall have to consider both points.

In the sentence in our question division is a collective noun. Grammarians differ in their treatment of collective nouns, but mainly in method of expression rather than actually as to facts. Collective nouns are singular sometimes and plural sometimes, depending on the point of view of the user. Thus it is correct to say that a company, an army, or a division acts in a certain way, meaning that the action is that of all members of the body as one aggregation, and it is equally correct to say that the company or other body act when the speaker thinks of individual members and their individual action. Goold Brown was very sensible in his remarks about collective nouns, of which I will quote one passage: "Lindley Murray says, 'On many occasions, where a noun of multitude is used, it is very difficult to decide whether the verb should be in the singular or in the plural number; and this difficulty has induced some grammarians to cut the knot at once, and to assert that every noun of multitude must always be considered as conveying the idea of unity.' What these occasions or who these grammarians are I know not; but it is certain that the difficulty here imagined does not concern the application of such rules as require the

verb and pronoun to conform to the sense intended; and where there is no apparent impropriety in adopting either number, there is no occasion to raise a scruple as to which is right." Brown's remark as to "no occasion to raise a scruple as to which is right" could have no more fitting application than that here made of it.

The choice of prepositions in this instance is similarly open to personal preference. Either of the two possible words is correctly usable, and neither of them is properly subject to faultfinding, especially as incidental to mere proofreading. If a writer used any other preposition than one of the two here meant (which is hardly likely ever to happen) the proofreader should substitute one of the two correct ones; but as between the two he should leave the choice to the writer.

This seems to be a good place for me to say that any one wishing a suitable answer had better write a more definite question, rather than one of such general purport.

OUR BEWILDERING SEESAW OF DETAIL IN PRACTICE.

BY F. HORACE TEALL.

EVERY human being has his peculiar way of thought and action in all circumstances, and no less in deciding the forms of language than in other activities. By this I have no intention to intimate that it is possible to find any detail of practice quite so unconventional as Benjamin Drew asserted in regard to compound words in his book "Pens and Types," where he said: "It appears that, in regard to compounding (by which we mean inserting the hyphen between the parts of a compound word), the proofreader is left to his own discretion, and can do very much as he pleases. He should, however, adopt some method by which he can approximate to uniformity in his own work; for as to agreeing with anybody else, that is out of the question." Mr. Drew also said, speaking of capitals: "If a printing office requires the services of but one reader, he, happy man, can suit himself, even though reasonably sure that he will suit nobody else — so various and set are the opinions of men on matters of trifling moment." I am sure that almost any practice in these details will suit many others than the one who decides for any work, though nearly if not fully as many would decide differently.

Mr. Drew wrote before the time of general machine composition, and when proofreaders controlled styles much more than they do now; but even then the occasion was rare when a proofreader was actually free to suit himself, except when his preference agreed with that of the authority for whom he worked. As I see it, my opinion being based on long experience and much research, authors, editors, and publishers have always insisted on having their work done according to their own preference, and printers have always been amenable to dictation. Many master printers have strong opinions on such matters, but, however much they prefer a certain style, they will always have any style followed in work done for them which is wanted by the customer.

While I have quoted the two passages above expressly to dissent from the sweeping assertions they make, it must be admitted that they contain some positive truth that is not generally recognized, notably that the matters considered are of trifling moment, and yet differing opinions on them are so strongly held by their proponents that those who choose one way often will not admit that any other way can be right. Yet this is not a temporary condition, but one that always has existed, and probably always will exist. Such positive disagreement, not only among people of ordinary attainment, but particularly rampant among those of the very highest scholarship and authoritative standing, is that which prompts the personal confession of bewilderment, for such confession this practically is, just as Mr. Drew's sayings were in their effect, as Goold Brown's admission about capitals was his when he said after his many rules: "The innumerable discrepancies in respect to capitals which, to a greater or less extent, disgrace the very best editions of our most popular books, are a sufficient evidence of the want of better directions on this point. In amending the rules for this purpose I have not been able entirely to satisfy myself, and therefore must needs fail to satisfy the critical reader." Books now have the same discrepancies, and a rulemaker now would find the same difficulty.

Some of the disagreement as to details of form undoubtedly results from fallacious reasoning (or lack of reason) such as that which led F. Howard Collins to say in his book, "Author and Printer," that the United States ball game is "base-ball (hyphen always in America)." This game was described as "base-ball" (with the hyphen) in the Century Dictionary, and "foot-ball" also was hyphened there. Collins's announcement that the first always has a hyphen in America could not possibly have been further from truth, for the name is printed as one word in America thousands of times for every time it has a hyphen, though the latter form is sometimes used. The one-word form is nearly as prevalent as "football" is in England, and a very slight search would have shown Mr. Collins that fact.

Differences in the use of hyphens could not be shown exhaustively in less space than a large book. Hardly anything more than bare mention of the utter lack of uniformity in practice can be said here. One other astonishing instance is worth noting, however, as illustrating strange and perplexing divergence. We can not tell just how long "smallpox" has prevailed as one word, but the word has had this form so long that comparatively few people would now think of writing "small-pox." Yet this hyphened form is used, strangely enough, most frequently by the men one would least expect to care about such things, namely our medical authors. The present writer does not remember seeing "smallpox" in a medical book, but has seen "small-pox" in many, and has read proofs for authors who insisted upon the hyphen. When such demands are made nothing can be done except to comply.

Punctuation is an art which should be simple and easily mastered in its principles, but which is so differently understood, or so much misunderstood, that any one may well be bewildered in contemplating possible remedies. One point upon which all scholars now agree is that authors should be freely allowed if not expected to decide personally on the use of points. But does not that imply that they should be much more systematic than most of them now are? It is beyond question that many books are printed with worse than faulty punctuation, and the old fashioned criticism is still common that it is due to faulty proofreading, whereas it is really due to faulty authorship. We shall never have really good punctuation generally until writers learn that it is an essential element of good writing; for what they write is commonly sure to appear in books just as it is written.

Capitalization is subject to much variation, not only differing in its method by the use of capitals appearing in one book where they do not appear in another, but in fluctuation from one way to the other in the course of one writing. Little more can be attempted here than bringing to notice some of the striking differences which particularly attract the present writer's attention, and which he is confident might well be eliminated with comparatively little trouble, with the result of removing a large part of the discrepancy noted by Brown as "disgracing our best books." Such rectification would give no slight gain, even if only by securing uniformity throughout each individual book, and still leaving authors free to choose for themselves without feeling obliged to comply with the style of other books. This would demand simply the adherence of writers to one way of writing the same word in the same use in each instance.

What this means is easily shown by a few examples, which are here noted, however, merely to indicate much analogous practice that should be decided similarly.

Many nouns essentially common are used in particular senses which are often considered as making them in such use proper nouns, though some people do not admit that they ever lose their essential nature of common nouns. Such are official personal titles, distinctive names of documents, events, etc. Resultant from the two classifying reasonings, we find in some books a common use of a capital initial letter for all such names, and in other books no capital for any. The present writer prefers, as he thinks a great majority of scholarly people do, the use of capitals in such cases. Those who do not use them are strongly convinced that their way is right. One title of the kind named is Recorder, meaning a judge. A magazine story by W. D. Howells had a character so titled, sometimes called the Recorder and sometimes the recorder. Such variation in the same print is highly reprehensible. Nothing can be more certain than the correctness of using one form all through one work, even though similar treatment be thought unnecessary in different works.

A much more noticeable uncertainty than the one just mentioned is so common that it may well be cited as a warning against undue laxity, although the particular laxity will probably persist. It is shown in the use of the word government, unquestionably a common noun in its ordinary senses, but often held to become temporarily proper when used in a particular way. In numerous large and important books this word appears with a capital and without a capital with great irregularity, mainly because it varied in copy, and the printers were instructed to follow copy. Recently the present writer read the final proofs of a large work of war history in which appeared frequent mention of the Government with a capital and almost as often the word was not capitalized, the two forms being used almost alternately on some pages. All that could be done was to make them alike when near each other in the way that involved least correction.

What seems to be the worst obstacle in the way of a consensus is the easy assumption by many who wish to be thought scholarly that other authorities agree with them when those others plainly advocate the contrary practice. Such was the assertion made by an editor about the word State, as commonly written of the American States. He was one of many who do not approve of the capital letter, and found it hard to persuade his printers to change from their lifelong practice of its use. His one bad break came when he was referred to Webster's dictionary, which had been announced as the office authority. He insisted that that dictionary did not favor the use of a capital for the word in question, when the fact is that the book has the capital in every use of the word, even in speaking of a State, some States, or State government. That editor could well enough insist upon having his personal decision accepted, and could have bolstered it by creditable authority, but he showed decided weakness by insisting that an authority supported him when that authority actually decided the other way on each possible occasion. Evidence absolutely opposite is hardly good for sanction.

If authors and publishers wish certain styles followed uniformly in their printing, it is "up to them" to prepare their copy accordingly.

A CORKER

Pat went to a druggist to get an empty bottle. Selecting one that answered his purpose, he asked: "How much?"

"Well," said the clerk, "if you want the empty bottle it'll be five cents, but if you want something put in it we won't charge anything for the bottle."

"Sure, that's fair enough," observed Pat. "Put in a cork."— *Exchange.*

SAMPLES HELP SALES.

BY CLARENCE T. HUBBARD.

ONE of the best ways of helping along orders," says the proprietor of a thriving New England printing house, "is to keep a wide variety of samples on hand. They need not all be your own samples." His point is to keep on hand an abundant collection of sample work for "suggestion" purposes — not for "copy" reasons. To carry out this idea he maintains a large file in which he keeps a very wide variety of samples under various headings. Under "Announcements" are to be found all sorts of specimen samples of printed announcements — formal, informal, tinted, script, and so on. Under "Banquet Menus," "Tickets," "Return Cards," and all other divisions and subdivisions will be found an accumulation of almost every type of product devoted to the heading under which it is listed.

In this manner this New England printer has cultivated many large orders from persons who have come to him with vague ideas as to what they desire in the line of printing. Their first question generally is, "Have you any samples you can show me?" For that reason he has accumulated a good collection of specimens of printing to add to his own so that his customers may have the benefit of a wide choice of style or type. When dealing with professional business men he finds this quite unnecessary, but when trying to secure an order from a lodge or a club committee the plan is most valuable. In fact, the wisdom of his system can be found in the large business he enjoys in the printing of "banquet menus." Speaking of these he says:

"I found in the beginning that most people desiring banquet and dinner menus always desired something original and new. And as a rule the majority of customers I have had in this line were non-professional people, men and women who knew nothing whatever about printing, type, illustrations, paper or the like. Consequently, I had to show them something in order to draw from them what sort of job was desired. This started my sample collection idea. Among these samples I had one of a very clever banquet menu prepared by a young man employed in a large mercantile house that was giving the affair. The whole get up from beginning to end was written most cleverly, with little phrases to bring laughs from the diners, such as 'all dishes will be served smothered with the income tax,' and like sayings. This type of menu seemed just the thing every one was looking for. The upshot of it was I turned over to this young man five jobs for original menus for customers who were attracted toward the idea from reviewing my samples. Of course, I did the printing. Then, too, I find non-professional people can select type much better from actual samples than from type books."

Each sample kept on file by this printer is neatly pasted on a gray-tinted backing of pressboard of a uniform size. In this way they not only show up better, but also lend themselves to better filing. It is through these files that this energetic printer has built up a reputation as the city's expert on "banquet menus," which, in turn, is gradually rating him as the foremost printer of the city. All because he intelligently collected samples — samples that not only helped to build up his own business but also helped to spread the gospel of Better Printing.

Every progressive printer should keep a file of the colored inserts and specimen reviews which appear each month in THE INLAND PRINTER, as well as reproductions from other trade journals and house-organs. The trade journals and printers' house-organs are replete with suggestions, and the live printer should be on the alert to develop these ideas for his own profit. The collection will necessarily be small at first, but you will be surprised at the size of your file after several months of faithful collecting and classifying.

REVIEW OF RESET SPECIMENS OF TYPOGRAPHY

BY WALTER WALLICK.

COMPOSITORS in their zeal to create extraordinary results in typography frequently go to extremes, and produce specimens that are not only ineffective but far from good taste. In the insert which precedes this article and on this and the two following pages several specimens are reproduced, and alongside each example is a resetting, arranged in accordance with the rules of good typography. The two program pages (Figs. 1 and 3) are not at all in keeping with an organization of the dignity and standing of the Chicago Symphony Orchestra. To judge from the appearance of the program, one might expect to see the members of the orchestra appear in overalls. In the resetting (Figs. 2 and 4) particular attention has been paid to making the program effective from a typographic standpoint, and at the same time to have it carry the dignity that befits a high-class symphony orchestra. It might be argued that inasmuch as the admission charges to the "popular" concerts ranged from 25 cents to $1.50, the extra expense of a second color on the program would not be justified. However, since the original program of six pages included announcements for other concerts and recitals, and is more than a "house" program, the use of a spot of color is advisable and shows good judgment.

The chief faults with the menu title page (Fig. 5) are the crude ornate border, which in the original was printed in gold on blue stock, and the letter spacing of the Old English letter. Old English is not good for display, and is measurably weakened by letter spacing. A simple design, suggestive of the holiday season, is shown in the resetting (Fig. 6).

In the setting of the catalogue cover page (Fig. 7) the compositor has failed to produce an effective design, even though he consumed a lot of valuable time in making up a meaningless border, which does not add to the attractiveness of the page. In the resetting (Fig. 8) a simple border is used, which is not only in better taste and more effective from an advertising and typographic standpoint, but can be made up in fully a third less time than the original. The reproduction of the motor brush has been given more prominence in the reset specimen.

In the catalogue title page for Burr's Damascus Tool Works (Fig. 9) an error common to many compositors was made in arbitrarily making the panels and dropping the type in them. A more effective arrangement can be had by easier means. The panels bear no relation in design to the oblong shape of the sheet, and present a displeasing appearance. The resetting (Fig. 10) shows a proper regard for the oblong shape of the page, and the composition has been arranged along simple, natural lines.

The business card (Fig. 11) lacks force because of the monotony of types so nearly the same size and the almost equal spacing between lines. Some of the type lines are hard to read, due to close spacing. Capitals should be used sparingly, but in this card they are used throughout and present an uninviting appearance to the reader. The resetting (Fig. 12) shows a better distribution of white space. By a careful use of capitals, lower case and italics, the card can be grasped almost at a glance. There is no puzzling arrangement as is apparent in the original.

THE AUTOMOBILE REPAIR SHOP
21 GOODENOUGH ST., OFF NORTH BEACON ST
BETWEEN MARKET AND PARSONS STS
BRIGHTON
ALL WORK GUARANTEED AND ALL KINDS OF CARS REPAIRED
LAWN MOWERS GROUND AND ADJUSTED $1.25
CALLED FOR AND DELIVERED
CALL BRIGHTON 2265 OR MAIL A POSTAL CARD AND MAN WILL CALL
W. E. SPEARRIN

FIG. 11.

All Work Guaranteed, and
All Kinds of Cars Repaired

The Automobile Repair Shop

[W. E. SPEARRIN]
21 Goodenough St., off North Beacon St.
Between Market and Parsons Sts.
BRIGHTON

LAWN MOWERS *Ground and Adjusted* . . . $1.25
Called for and Delivered
CALL BRIGHTON 2265 OR MAIL A POSTAL CARD AND MAN WILL CALL

FIG. 12.

The compositor who set up the letter-head in Fig. 13 doubtless wanted to produce a masterpiece, since the house stationery is the best (sometimes the worst) advertisement for a printing plant. The bewildering collection of panels and meaningless ornaments is the result. The crude initial letter adds to the unattractiveness of the heading, and the ornament would be more appropriate on a menu for a soft-drink parlor or a restaurant. The resetting (Fig. 16) not only consumed less time for composition, but through plain, simple arrangement presents a more pleasing appearance. The stars, which are used sparingly, are suggestive of the name of the newspaper, the *Virginia Star*, and the type is not buried under a maze of rulework and meaningless decoration.

The text letter which is used in the blotter (Fig. 14) is a poor one for display, as stated elsewhere in this review. It can properly be used in society printing and in other matter where extreme readability is not necessary, but appears out of place

in the ordinary run of commercial work. In the resetting (Fig. 13) the calendar has been moved to the lower right-hand corner to allow the type to begin at the upper left-hand corner, the most logical arrangement. Since the blotter is undoubtedly the original jobs in the insert and in this review, and the resettings alongside, will clearly demonstrate this statement.

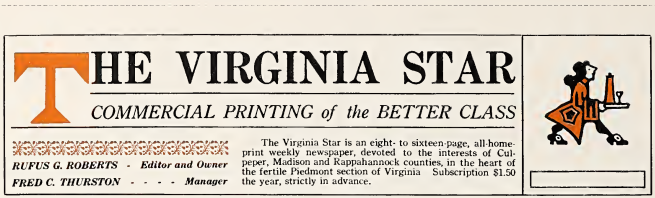


FIG. 13.

for distribution to school children during the first week of school, the copy has been rearranged to give the school supplies a better display. The entire design is set in plain, legible types.

Three good questions for the compositor to ask himself when he is given copy as in Fig. 17 are "What?" "When?" "Where?" Little can be said in favor of the original. With the exception of the line "The Church of the Brethren," which does not call for bold display, the announcement is set in a monotonous style, there being very little contrast in the sizes of type employed. In preparing the layout for the resetting (Fig. 18) the questions "What?" "When?" "Where?" were satisfactorily answered, and the other points of the announcements properly subordinated. "What?" is answered by

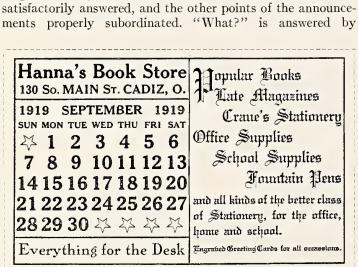


FIG. 14.

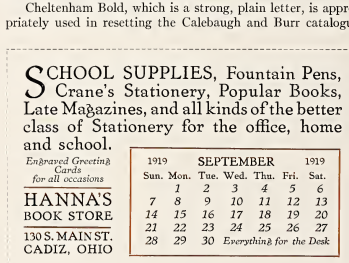


FIG. 15.

It requires no great stretch of the imagination to associate Caslon Old Style and Caslon Text in neat arrangement with a high-class musical organization. The clarity of the pages is further enhanced by using the Caslon Text for but two lines on each page, the name "Chicago Symphony Orchestra." (Refer to Figs. 2 and 4.)

The two holiday ornaments, which quite properly come under the head of type, easily suggest a Christmas or New Year's dinner. (Refer to Fig. 6.)

Cheltenham Bold, which is a strong, plain letter, is appropriately used in resetting the Calebaugh and Burr catalogue

"Outing"; "When?" is "July 4th"; and "Where?" is taken care of by displaying the words, "How to Go."

Two great causes for poor display in composition are a lack of foresight in laying out the job, and a disregard for the purpose or subject treated. In this review the most glaring errors have been pointed out. There are others, and for your own good try to find these faults and lay out the job according to the fundamental laws of display, which are treated in detail in the columns of THE INLAND PRINTER. As stated in the first paragraph, the compositor is not infrequently overzealous in his desire to produce something "different," and in his anxiety he usually forgets the principles that govern good display.

Type should be made to "talk," not necessarily loudly, but always distinctly. Just as a speaker is hampered by some one in the audience interrupting and clamoring for attention, so the message of typography must often compete with over-ornamentation, "flub dubs," and "stunts" in arrangement. It is sometimes said that "clothes make the man," and it can not be denied that "type makes the job." A comparison of cover pages, and in the latter case the suggestion of machinery is further carried out by an unobtrusive ornament. (Refer to Figs. 8 and 10.)

The problem for the business card for The Automobile Repair Shop and the blotter for Hanna's Book Store was to get their messages across with the least effort on the part of the reader. This has been accomplished by a careful selection of type, arranged with a view to the greatest ease of reading. (Refer to Figs. 12 and 15.)

The idea of a good time on the Fourth of July is carried out by an informal arrangement, using italic for display. (Refer to Fig. 18.)

Hard and fast rules can not be laid down for the selection of type, since every job is a separate problem. Even a reprint job presents an opportunity for originality, for there is always

a better way of doing everything. The compositor should not be satisfied to let a job go through his hands unimproved, unless the customer wants it so. The customer is usually a good fellow, and will consent to an improvement in his work that often puts the finishing touches on a piece of printing. It is just another case of trifles making perfection.

Do not be guilty of the mistake of making the copy fit the design. The starting point of any job should be the message

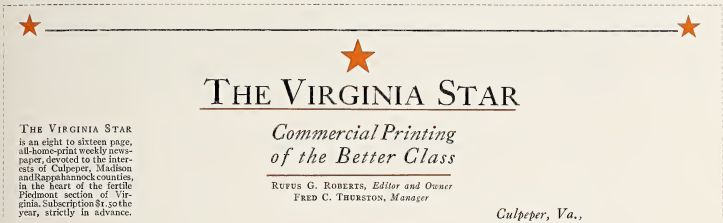


FIG. 16.

if put up to him in the right way. He is interested in making his printed matter effective, and the typographer should see that the composition compares favorably with the rest of the job.

It is only through constant experimenting that success comes in composition. Much has been said against "patting and squeezing" the type, but it is the "patting and squeezing" to be conveyed, and not the construction of some arbitrary design which looks pretty to the compositor. After all, typography is simply the servant of the idea, the same as the stock and ink. In the reset examples careful regard has been given to the points mentioned in this review, and they are worthy of careful study by all aspiring compositors and layout men.

The Church of the Brethren

will hold its Annual Outing

JULY 4th

All members, S. S. Scholars and friends are welcomed.

A good program at 10 A. M. sharp

Prof. V. F. Schwalm of Manchester College and Prof. H. S. Randolf of Neb. Morris College will speak.

A GOOD DINNER Bring well filled baskets

Plenty of good games and suitable entertainment for all ages.

— HOW TO GO —

Take 22nd Street Car West to City Limits, then take LaGrange Car to Cement Road, just West of Desplaines River, walk about three blocks North to the McCormick tract of the Forest Preserve.

Come and be a true patriot to your Country and your God.

COMMITTEE

H. F. RICHARDS C. J. SHULL A. J. HORNER

FIG. 17.

The Church of the Brethren will Hold its annual

Outing

July 4th

All members, Sunday School Scholars and friends are welcomed

A good program at 10 A.M. sharp. Prof. V. F. Schwalm of Manchester College and Prof. H. S. Randolf of Nebraska Morris College will speak.

A good dinner. Bring well filled baskets.

Plenty of good games and suitable entertainment for all ages.

How to go.—Take 22d Street Car West to City Limits, then take La Grange Car to Cement Road, just West of Desplaines River, walk about three blocks North to the McCormick Tract of the Forest Preserve.

Come and be a true patriot to your Country and your God.

Committee,

H. F. RICHARDS

C. J. SHULL

A. J. HORNER

FIG. 18

SPECIMENS

BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

W. G. CAMPBELL, Winston-Salem, North Carolina.— Folders and cards sent by you are satisfactory in all respects.

CASWELL-BAER STUDIO, Minneapolis, Minnesota.— The business card and the announcement, both hand lettered in a novel style, are "catchy" and for that reason should stimulate a lot of business for you.

E. M. DUNBAR, Boston, Massachusetts.— The several stationery forms that you have sent us are excellent. They possess considerable individuality in spite of the more or less conventional style of design followed.

THE IVY PRESS, Portland, Oregon.— Seldom are we privileged to examine a collection of such uninviting. It is really too much to expect a recipient to be influenced by such a blotter. To be effective, blotters should be brief, direct and to the point — one point.

THE INLAND PRINTER is again indebted to its friend in Paris, Coquemer, the printer, for some extremely interesting, beautiful and well executed display forms. Our readers who have seen this master printer's work in these pages from time to time will recognize what a treat we have enjoyed in going over them.

ANOTHER package of exceptionally fine specimens of printing has been received from The Mortimer Company, Limited, of Ottawa, Ontario. For consistency in the production of your charge how to do fine printing. The work they have done is excellent indeed, the typography being in an interesting style, while the presswork is above reproach. Few publications, least of all school papers, are better printed than *The Indian School Journal*. Please give the boys a good word from us on the good work they are doing.

A. H. RICHARDSON, General Electric Company, Erie, Pennsylvania.— The *Coupler*, your works paper, is a most interesting publication, full of good news matter and well produced in so far as general make up, typography and presswork are concerned. We would prefer to see dashes used between the different items, although, in a uniformly excellent specimens of printing. In typography and use of color they are all characterful and interesting in a high degree.

THE COURIER PRINTING COMPANY, Greenville, South Carolina.— Your blotter, "Service First — Quality Always," would be excellent if the two weird ornaments were eliminated. They detract from the type without adding anything of decorative value to the effect.

WHEN it comes to getting out downright clever, unusual, striking and attractive letterheads with type and type utilities, Lafayette Doerty, Findlay, Ohio, deserves the palm. The collection he recently sent us, one of which is reproduced on this page, would send the average printer into ecstasies.

THE EDGEWATER PRESS, Chicago, Illinois.— The slip, "Thank You," is novel and attractive but there is entirely too much matter on the blotter, 'Your Neighborhood Printer," and, in addition, this blotter is complex by arrangement in such a great number of groups thereon, which fact makes the large amount of copy all the more high-grade work this company has not been outdone by any firm which gives us the privilege of examining its product periodically.

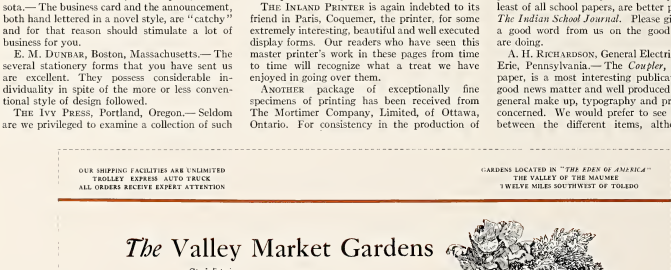
JULIUS T. HILLSBERG, Syracuse, New York.— Specimens sent us are pleasing in design, well printed, and in all respects satisfactory for the purpose intended. Nothing more could be expected or, in fact, required. De luxe printing on a grocer's bill-head is not required — it is enough that it be neat, pleasing and legible.

T. H. HARVEY, New Orleans, Louisiana.— The examples of your work are excellent in all respects. We admire the sense of fitness of things which is responsible for the intelligently different treatment given the stationery for the Vogue Hat Shop, printed in delicate colors from refined and graceful types, and the Wilcox Mercantile Agency, printed in black and red from Copperplate Gothic, an imitation engraved face.

HOMER HILL, Chilocco, Oklahoma.— We are glad to hear from you again "after all the years." We are pleased to note that there is no lessening of your interest in teaching the Indian boys under measure, of course, the headings distinguish the items and also save space. Our preference is likely due to conventionality, and it is probably only for this reason that we dislike to see the dashes omitted.

HOWARD VAN SCIVER, St. Augustine, Florida.— The specimens of the product of The Record Company, composed by several compositors, are of uniformly high quality. Particularly interesting is the title page of the "Mineral Water Price List" done for the Alcazar Hotel. It is suggestive of a stylish, high-grade house. The letter-head, hand lettered by C. A. Pennington, is interesting. The lettering is a little stiff, and the line "Printers" in italic swash capitals is somewhat too "fussy" to suit the writer, but on the whole it represents commendable effort.

SIMON TRUST, Pittsburgh, Pennsylvania.— As usual we find the samples of your product characterized by excellent typography, beautiful because of its legibility and simplicity, brought about by type selection and arrangement, and by excellent presswork. Your new invoice, set



Decidedly effective type of letter-head by Lafayette Doerty, Findlay, Ohio. The original was printed in deep green and red orange on primrose colored bond stock.

in Caslon, which, by the way, you have the good taste to use quite generally, is indeed a gem. It is lively in appearance without being "fussy" or bizarre in the least. Buyers of printing in Pittsburgh, we hope, recognize the facilities at their disposal for high-grade work.

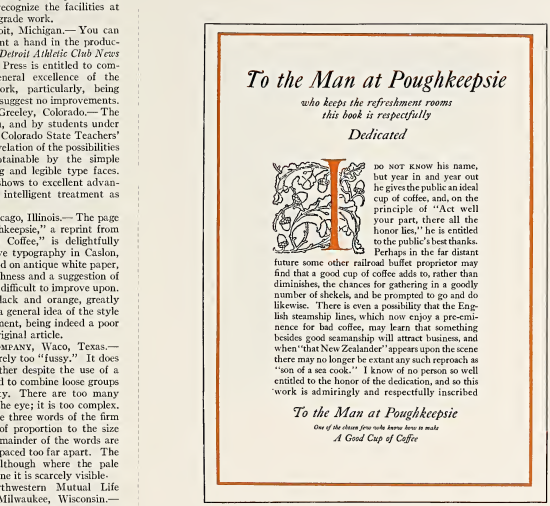
H. L. Hansen, Detroit, Michigan.— You can feel proud of having lent a hand in the production of the copy of the *Detroit Athletic Club News* sent us. The Franklin Press is entitled to commendation for the general excellence of the magazine, the presswork, particularly, being praiseworthy. We can suggest no improvements.

Ralph T. Bishop, Greeley, Colorado.— The specimens done by you, and by students under your instruction at the Colorado State Teachers' College, are indeed a revelation of the possibilities of beautiful effects obtainable by the simple arrangement of pleasing and legible type faces. The Goudy Old Style shows to excellent advantage when given such intelligent treatment as you have accorded it.

Jerome Kalous, Chicago, Illinois.— The page "To the Man at Poughkeepsie," a reprint from "Thurber's History of Coffee," is delightfully pleasing. The attractive typography in Caslon, printed in black and gold on antique white paper, provides an effect of richness and a suggestion of quality which would be difficult to improve upon. Our reproduction in black and orange, greatly reduced, can give only a general idea of the style of display and arrangement, being indeed a poor representation of the original article.

Smith Printing Company, Waco, Texas.— Your letter-head is entirely too "fussy." It does not seem to hang together despite the use of a panel, which is supposed to combine loose groups into a measure of unity. There are too many forces of attraction to the eye; it is too complex. The initials used for the three words of the firm name are entirely out of proportion to the size of type in which the remainder of the words are set, and the words are spaced too far apart. The colors are not bad, although where the pale lemon yellow stands alone it is scarcely visible.

O. G. Rieck, Northwestern Mutual Life Insurance Company, Milwaukee, Wisconsin.— The "Dinner Program" for the company's agents' association is a splendid piece of work, both in conception and execution. It is strikingly unusual in typographic treatment, in the combination of paper and inks used, and especially because of the manner in which a second and smaller booklet, containing songs, has been bound in the center of the program booklet. This second booklet is in its physical appearance a miniature of the larger one, the same kind of stock being used for both cover and text pages. Such unusual and beautifully printed things as this are appreciated by those in attendance at such affairs and are long kept as mementoes, not only as reminders of a pleasant affair but on account of their novelty and artistic merit.


To the Man at Poughkeepsie

who keeps the refreshment rooms this book is respectfully

Dedicated

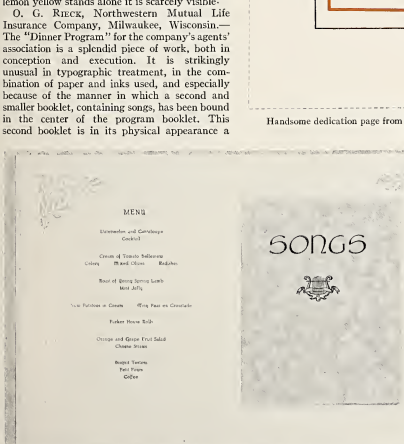
I DO NOT KNOW his name, but year in and year out he gives the public an ideal cup of coffee, and, on the principle of "Act well your part, there all the honor lies," he is entitled to the public's best thanks. Perhaps in the far distant future some other railroad buffet proprietor may find that a good cup of coffee adds to, rather than diminishes, the chances for gathering in a goodly number of shekels, and be prompted to go and do likewise. There is even a possibility that the English steamship lines, which now enjoy a pre-eminence for bad coffee, may learn that something besides good seamanship will attract business, and when "that New Zealander" appears upon the scene there may no longer be extant any such reproach as "son of a sea cook." I know of no person so well entitled to the honor of the dedication, and so this work is admiringly and respectfully inscribed

To the Man at Poughkeepsie

One of the chosen few who know how to make

A Good Cup of Coffee

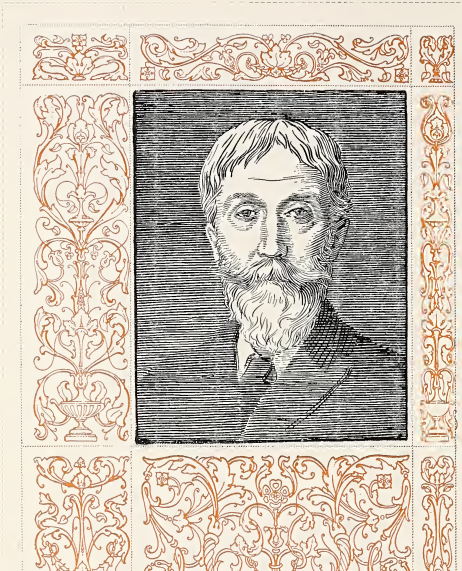
Handsome dedication page from book, "Thurber's History of Coffee," designed by Jerome Kalous, with Buckley, Dement & Co., Chicago.



Inside spread of menu booklet, in which smaller booklet containing songs is bound. The two booklets are identical in so far as stock is concerned. Contributed by O. G. Rieck, Milwaukee, Wisconsin. Interesting points are made in review of this booklet which appears on this page. Read it.

Frank V. Curtis, Vincennes, Indiana.— The program produced by you for the exercises conducted on Washington's Birthday by the local chapter of the Daughters of the American Revolution is interestingly and appropriately treated. "The American's Creed" has been published in The Inland Printer several times already, but just the same we thank you for the suggestion that we reprint it.

Arthur C. Gruver, Pittsburgh, Pennsylvania.— We continue to enjoy looking over the work of the MacGregor-Cutler Printing Company which you send us from time to time. Of course we would not presume to make suggestions for improvement in such uniformly excellent work — even if we could, which, frankly, we can not. The series of mailing folders for *The Pittsburgh Post* represent effective advertising effort. They should prove productive publicity. From a physical standpoint, artwork, typography and presswork vie with each other for the place of honor in the excellent ensemble.



Frontispiece of handsome booklet produced by John Henry Nash, San Francisco, California, for the progressive Zellerbach Paper Company of that city. The portrait is of T. J. Cobden-Sanderson, notable English printer. The original page was 9¼ by 12¼ inches and was printed in black (portrait), light blue (rules) and medium brown (decorative border) on antique white stock, providing a rich and dignified effect, and a pleasing combination.

Charles C. Doyle, general manager of The Britton Printing Company, Cleveland, Ohio, has favored the editor with a decidedly novel calendar. The only paper is the small pad containing the calendar proper. This is wire stitched somewhat below the center of the burnt leather mount. Below the calendar, a decorative panel is stamped in the leather, while Christmas and New Year's greetings on an electrotype shell are attached above. Brown cord that matches the leather is run through two holes at the top to provide a means for hanging the calendar on the wall. It is one of the most novel and attractive things we have seen for some time.

H. T. Jansen, Ottawa, Ontario.— Most of the specimens sent us are satisfactory as examples of ordinary printing. Considering the purpose for which most of them were intended they are satisfactory. The matter in the subordinate groups of the letter-head for V. V. Rogers, Limited, is too large, and the fact that so much matter is set in capitals makes the heading quite difficult to read. Your own business card is attractive and, in its unusual form, is certain to command interested attention. Where colors are used they are in good taste, but in many instances the printing is too pale, due both to insufficient ink and insufficient impression.

Frank F. Greene, commercial artist of Los Angeles, has designed for the Sierra Paper Company a folder to be used in sending out samples of paper. The design contains a figure of a man in the garb of colonial days examining sheets of paper. This picture appears in a narrow panel above the hand lettered title, "Sierra Sample Service," in a narrow panel. Diagonally across the face of the folder, and running beneath this panel, are two cords, tied in a bow beneath a seal, which holds the flap to the cover on the right side. The design is printed in black, gold and white on blue Sunburst stock. The colonial figure suggests quality; the loose paper sheets, variety; the cord and seal, value; and the heavy style of the design, reliability. The success in artistically presenting these points insures the psychological advertising value of the piece.

Charles W. Seager, Naperville, Illinois.— It is commendable, indeed, that a young man of fifteen should be able to execute such fine printing. Frankly, it is as good as the average of all printing that we receive. We are sure it will be better when you get your complete series of Caslon, for then you will not have to mix faces so frequently, which is really the only serious fault to be found with the work sent us. In some cases, as, for example, the letter-head for the Sheal Bible Class, you have combined types that have no features in common, and the effect produced is inharmonious. It is a good rule to confine each job to one style of type, which is an easy matter when you have Caslon, for the capitals, lower case and italic, added to change of size, provide all that is necessary to give variety to type display for purposes of emphasis. The rules overshadow the type in your own business letter-head. Do not muffle type with ornamentation—let it stand out for clearness' sake and in order that its beauty may be seen. A good type face is beautiful in itself and does not require a lot of "fussy" ornamentation to make it show to good advantage.

William Burmester, Pittsburgh, Pennsylvania.— The specimens done by students of the printing classes of Schenley High School under your direction are quite satisfactory. The poster for the Senior Class play, "Mice and Men," is an interesting study in emphasis, the main points being so treated that the sense may be grasped at a glance. The ornament, it would seem, should appear lower in the space between the top and bottom sections, and the word "Comedy" should, perhaps, be larger, not only in order to provide a greater variation in width from that of the ornament below but to give the word the prominence it deserves. The small forms are excellent.

The new catalogue of bank and office supplies manufactured and sold by Crane & Co., Topeka, Kansas, produced in that company's printing department, is one of the finest examples of such a product that we have ever seen. Most of the pages are printed on none too smooth a grade of machine finish stock, yet, thanks to excellent presswork, the half-tones show up the details of the illustrations in fine style. The only feature about the work that we could possibly find fault with is the cover, which is in a style of design far too suggestive of the work of twenty years ago to wholly please today. It is far too "fussy" and involved to be considered a good example of high-grade modern workmanship.

Edward J. Babington, Morris Plains, New Jersey.— The cover of *The Morristonian* is suggestive of a literary publication done in the English style, and is for that reason pleasing and appropriate on a school paper. The trimming of the booklet is at fault—unless it was the

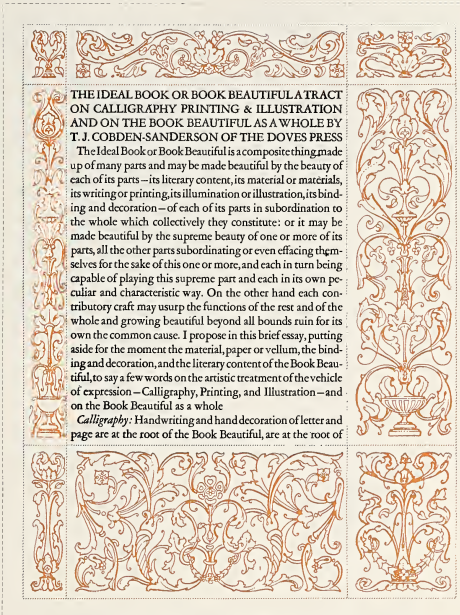


Characterful business card by Emil George Sahlin, East Aurora, New York. Original was printed on Italian hand made card stock (white), deckled on all four sides. Black and orange were the colors employed

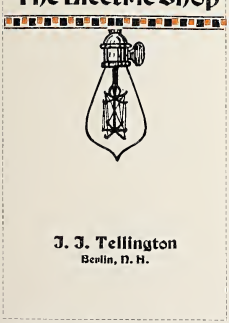
make up of the forms — as the margins throughout are badly out of line. The top margin is generally larger than the bottom, and the back margin at least equal to the front margin. To completely carry out the English motif, the front and bottom margins should be large in proportion to the top and back margins. Presswork is clean, and a readable size of a legible type face has been employed, which makes the typography of the text pages pleasing.

Emil G. Sahlin, who came from Malmo, Sweden, in 1914, to work with his brother, Axel Edwin, at the Roycroft Shops at East Aurora, New York, has sent the editor of this department a portfolio containing a number of mounted business cards of most unique design. They are so different from what we are accustomed to seeing in this line, so refreshing from the humdrum, that several are reproduced. As a regular diet such typography might pall upon us, because of its extreme ornateness, but mixed in small doses with the regular run of stuff, we must confess it adds considerable spice. Come again, Emil, and often — we like your style for a change.

C. C. Ronalds, formerly of The Herald Press, Montreal, Quebec, and a few associates have established at that place The Ronalds Press and Advertising Agency, Limited. Quite evidently the reputation Mr. Ronalds made for the production of high-grade printing and advertising literature at The Herald Press is going to be maintained, perhaps strengthened, by his new organization. He has favored the editor of The Inland Printer with several examples of as high-grade printing as one could wish to see. "Birk's Year Book, 1920," the catalogue of a prominent wholesale jewelry firm, is a remarkable specimen of fine printing, design, artwork and engraving. A booklet for the same firm, "Christmas Jewellery," is equally rich and beautiful, while a menu and program, cut out in the form of a flag and printed with red and blue on white stock to represent the British flag on the cover, is striking and effective in a high degree. Another piece of exceptional merit is the menu for the New Year's Supper at the Ritz-Carlton Hotel. Buyers of printing and direct advertising in Montreal are fortunate in having at their disposal so capable, modern and forward looking an organization as The Ronalds Press. We hope to have more of this work for review in the future.



First page of text of booklet, frontispiece of which is shown on the preceding page.



Another interesting business card by Emil George Sahlin, who produces some very good printing with The Roycrofters, East Aurora, New York. Read review of his work, which appears elsewhere on this page.

Perry & Elliott Company, Boston, Massachusetts.— *Critique* is a fine printer's house-organ. The writer is frank to say that he can not suggest improvements, especially if the style that has been established is to be followed. To change the style would take away from its individuality, which is a valuable feature in any publication. We do not all like the same things, but no one can say that a thing is not good because it is not done as he would do it. The writer has a particular style of house-organ make up which he prefers, but if he suggested changes in others on the basis of his own personal preference and his advice were followed in all cases, all our house-organs would soon be quite similar, and that would be a bad condition. He begs, therefore, to be excused from making suggestions for the improvement of a publication that is so interesting and so well gotten up as *Critique*. A great many, doubtless, like it better as it is than if changed to accord with the writer's ideas, which might be a little too "tame." The matter is of a good variety, and should command the interest of all who receive it. The other specimens are also excellent, particularly notable among them being the broadsides for Gratton & Knight. A strong feature of all your work is the excellent presswork. Your customers are fortunate in their choice of a printer.

Frederic H. Cranston, Norwich, Connecticut.— The cover of the February issue of *The Academy Journal* is clever. The student who cut the blocks from linoleum used for printing the illustration, which appears in color thereon, is talented, to say the least. We like the fact that one style of display type is used practically all the way through for display of advertisements on the inside pages, although, as a rule, the important display lines do not have the prominence they deserve. They should be larger, as a rule, and the subordinate matter smaller, for the advertisements as printed appear to talk in a monotone. Text pages are very good, a readable size of a legible type face being employed for the body matter. On page 53, you will note that the final short line of a paragraph appears at the top of the page. This is not good make up, and should be rigorously avoided, even to the extent of lopping off a preceding line in order to get the line at the bottom of the page ahead, or of adding a line in order that the last two instead of the final line of the paragraph will appear at the top of the page in question. Of course when the line is also a paragraph, as in dialogue, like that on page 50, the short line is considered excusable, even though it looks no better. There is hardly enough ink to cover the larger type lines and the drawn department headings. Rough antique stock, such as is used for the text of the paper, requires a large amount of ink and a firm impression. Try these suggestions and note improvement in appearance of future issues.

SAMUEL LICHTIG, Philadelphia, Pennsylvania. — In general arrangement and display, the specimens you have sent us are satisfactorily executed. Unfortunately, your type equipment is not choice, the faces at your disposal being old styles that have been seen too often to strike one pleasantly, especially inasmuch as they do not possess exceptional beauty and legibility, as does the veteran Caslon, which never grows old. The Copperplate Gothic and the Engravers Old English are styles of letters so widely different that they do not work well together. The Old English is a compact, black, decorative letter, and shows to best advantage only when the groups and lines into which it is assembled have the characteristics of the letters, that is, compactness and blackness. You quite frequently letter space this type, and that practice detracts materially from its beauty. A single line of Text in a design otherwise set in roman, smaller in size than the Text, often gives an effect of color and a decorative touch to type display, but, at best, it is not a legible letter and for that reason such general use as you give it should be avoided. A good roman, such as Caslon Old Style, can be used for a great variety of work, but other styles like Text and the block types have by comparison only a limited usefulness. Safety from blunder in the association of type faces with a view to harmony lies only in confining each job to one style of type, variety in display being secured by change of size and change from lower case to capitals and italics of the same family. Presswork is satisfactory, although by no means exceptional.

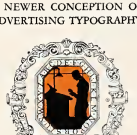


Title page of broadside by the Charles Everett Johnson Company, Chicago, Illinois, announcing the service of Everett R. Currier, consultant on fine typography. Original was printed in light brown and black on white antique stock with deckle edges.

OTTO H. WISE, Cleveland, Ohio.— The specimens you have sent us are tastefully, and, at the same time, effectively displayed. The original and the resetting of the advertisement for The Halle Brothers Company afford an interesting comparison. The writer feels that on the whole the original, set after your own ideas, is superior to the resetting, wherein changes were ordered by the customer. The resetting seems to be the most lively looking, but your own has enough life without the faults which follow the changes which give the resetting the more lively appearance. Reducing the size of the first line, set in text, was a good change, the only one made which we would have advocated. There must not be too many lines of uniform size in display. The fact, furthermore, that this line is set in a contrasting style and tone of type from that of the remainder of the advertisement gives it a certain distinction without making it come into conflict with the deservedly most prominent line "Annual January Sales." The initial added by the customer, while lending embellishment, also clutters the advertisement needlessly. In view of the uncrowded condition of the advertisement the initial is not required as a director, and with a decorative border and the contrasting text type there is embellishment enough without it. That change should not have been made, but if an initial at all were used it should have been not more than a two or three line plain type character. Underscoring the italic lines at the bottom with fine lines adds emphasis, of course, but detracts from the appearance. We would throw up a coin to decide whether or not this change is beneficial. All sorts of ideas govern type display, and it is always a case of pick and choose; therefore you must not be disheartened when a customer chooses a different idea than you do. The series of advertisements for the Hotel Statler are cleverly designed, and you have materially aided the artist's efforts by fitting typography to illustrations in a most capable manner. No wonder your proofs from the advertising agency were returned one hundred per cent O. K. The other specimens are good, and provide no excuse for suggesting any improvements.

GEORGE O. MCCARTHY, Hartington, Nebraska. — One can invariably find a lot of interesting forms in a package of specimens of your work. Take the treatment accorded the folder, "Oh, How the Critics Do Knock," in which a commendatory review of the *Cedar County News* by the editor of one of the printing trade papers is reprinted along with a reproduction of the first page of the paper. This folder should prove effective in establishing the opinion in the minds of the paper's constituents that the *News* is considered by responsible people to be on a par with the best publications of its class in the country. Some of the blotters would be better if more carefully whited out. Do not misunderstand us — we are not arguing that white space should always be even, but white space should be distributed with a purpose, even though it may not be in the interest of appearance only. Some of the most effective and at the same time attractive, designs of this sort — that is in display work — are those in which white space is heavily massed at one point or another, but the specimens we refer to — the blotter, "Create Interest and a Desire to Buy," for example — are not of this class. The "personalized" Christmas greeting cards, in which the name of the recipient is written in as though spoken by the cartoon character featured on the card, are excellent as well as decidedly interesting.

A NEWER CONCEPTION OF ADVERTISING TYPOGRAPHY



We send you this little circular to present what may perhaps be a newer conception of the part which the art of typography plays in advertising.

The basis of this conception is that no advertisement is complete which leaves out of account the power of good typography.

The high reputation of the Charles Everett Johnson Company is built on the fact that our advertising designs and illustrations are consistently of an exceptional standard. To achieve this standard we brought together a group of really eminent painters, illustrators and designers.

But we have felt that it was not enough that we should furnish our clients with good pictorial art. We have wanted to be in position to *complete* the advertisement by giving the same authoritative care to the design of the *word* message as to the pictorial, and by combining them nicely. Our guiding principle is that *whatever is worth doing, is worth doing well.* We believe that the English language is worthy of the best treatment that the art of typography can provide.

Now we have found the man whose mastery of the typographic art is in perfect accord with our conception of it.

Mr. Everett R. Currier, whose work has won for him more than national recognition as an authority, has become a member of the Charles Everett Johnson organization. With Mr. Currier typography is not an accumulation of mannerisms, nor a means of making pages that are either pretty, or pretty costly, or both. He has earned his reputation because he knows and handles type with the idea of making the words stand out clearly and invitingly—with delicacy where appropriate, with rugged strength where appropriate, but always with power and charm.

Our new typographic department has been installed by Mr. Currier, and is being operated and developed under his direction, with only the choicest types and the latest devices for simplifying and saving labor. Our types have been selected on the principle that character and excellence in typography come not from having a great variety of types, but from the proper employment of the few best ones. Our compositors have been carefully chosen for their skill and accuracy. Because of these facts our prices will be no higher than many advertisers are already paying. They may conceivably be less.

We are gratified indeed that we can add Mr. Currier's mastery of typographic design to the work of such well-known illustrators and designers as C. Allan Gilbert, McClelland Barclay, Will Foster, Harry L. Timmins, Arthur Henderson, Maurice Logan, Frank Snapp, R. F. James, Andrew Loomis and Charles Everett Johnson.

In addition to setting advertisements, we are in a position to undertake the complete design and production of booklets, catalogues, and other important sales literature.

Our best and most characteristic work will be done where we are permitted to originate the page style, in the case of advertisements, and the entire format where the more extended forms are concerned.

Mr. Currier's personal services are available as consultant in all matters relating to typographical design and arrangement, type dress for publications, et cetera.

CHARLES
EVERETT JOHNSON
COMPANY

Advertising Art & Typography

STATE-LAKE BUILDING
CHICAGO

First column of inside spread of broadside, title of which is shown above.

Second column of inside spread of broadside, title of which is shown above.

JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

XIII — SYMMETRY AND BALANCE.*

A HIGH degree of art is required in the performance of a drama if it is to hold the interest from beginning to end of those who see and hear it — if it is to produce laughter and tears almost in the same breath — and thereby qualify as a success. In like manner, printing requires art in its highest form, the embodiment of all the esthetic elements governing it, if it also is to be beautiful and is to please the senses. Of these elements of art that exert their effect in making type display beautiful, we have already considered tone harmony, tone contrast, shape harmony and proportion. There remain the elements of color harmony and balance. Since color harmony is a subject in itself and is not concerned with type display from the standpoint upon which we have set out to discuss it, we will now take up for consideration the very important principle of design known as balance.

Specifically, balance is equilibrium, that state wherein the parts of an object seem to equalize the effect of each other, wherein the attraction — or force — in one direction is met and offset by a like force in the opposite direction. It is an effect of security and stability upon which we find pleasure in looking. Balance of one sort or another is, furthermore, the law controlling the arrangement of parts in every work of art. It can not be disregarded without a consequent bad effect being given. In type display, balance is essential, both vertically and horizontally, if the result is to be inviting to the eye. Our forms must not be too heavy on one side or, again, at top or bottom. Horizontal balance, furthermore, is either symmetrical or "occult," the term artists are wont to give that form of balance which printers call "out of center." While out of center, or occult, balance often gives subtle, interesting and varied effects that are striking because of their unusualness,

Final
Chapel Exercises

Colorado
State Teachers
College

Tuesday
June the Tenth
10:00 a.m.

FIG. 1.

Final
Chapel Exercises

Colorado
State Teachers
College

Tuesday
June the Tenth
10:00 a.m.

FIG. 2.

*Copyright, 1920, by J. L. Frazier.

that form is often complicated and uncertain. Symmetrical horizontal balance leaves nothing to chance or bad eyes, for it is assured by the mechanical centering of all type lines, ornaments, etc., a practice which the novice can follow with certainty. Happily, horizontal balance is usually found in the symmetrical form.

Symmetry, to be more explicit, is formal or rigid balance. It is produced by reversing a form with reference to a vertical axis, as in the wings of a butterfly. In symmetrical forms equal attractions appear equally distant and horizontally opposite.



Fig. 3.

Symmetry has the power to render details which in themselves are uninteresting, perhaps even ugly, into forms that are pleasing. By its symmetrical arrangement, type can draw attention to itself through the power of mere form. Whether in a mass of type faces spelling out words, or in the contour of molded clay made into a vase or pot, form has power over the eye to attract, to repel, or to escape notice. If it seems a beautiful shape to the beholder, the eye lingers. If, in his opinion, it is ugly, his glance is brief.

Fig. 1 is just an ordinary plain composition, without ornament, and strikes one as having little to recommend it until we consider Fig. 2, in which the same type lines are arranged without reference to balance on a vertical axis, to symmetry. Looking back at Fig. 1 we find that there's an element of beauty in the precise duplication of the shape on one side of the center by that on the other, reversed as in the wings of a butterfly. We are now ready to admit that, however much more may be required to make the form wholly satisfying, this formal balance, or symmetry, is an element which gives grace to the presentation of the mass of type. There actually seems to be a pleasure to the eye in mere duplication.

Even when the early printers, and the scribes who preceded them, departed from the square, solid form of the book page, they adopted for the assembled letters and lines some geometrical figure, as, for example, the triangle or the diamond, or some other shapely although unnamed form, made up of horizontal lines balanced upon a vertical axis. The idea is still cherished in type display, and today our centered forms, one of which we have in Fig. 1, challenge all other plans of display for points of grace, lightness and unity. The centered open title page form is indeed a classic.

In the arrangement of cuts throughout an advertisement, and in the headings of the page of a newspaper, most pleasing effects are secured when they are placed with a view to horizontal balance and symmetry.

While absolute safety from blunder in horizontal balance lies in type lines centered upon a vertical axis, therefore in symmetry, horizontal balance may be achieved without symmetry. We say *may be* because some of the most notable exponents of this type of design, among them Will Bradley, have failed about as often as they have succeeded in their efforts to obtain it. Compositors imitating Bradley's style generally fail. However, it is often necessary to at least approximate good horizontal balance when symmetry of form is out of the question. When attained with a reasonable measure of certainty, novel effects are sometimes secured, the product having a distinction scarcely possible in centered designs, which, because so generally seen, are of course more or less conventional. Such an arrangement is provided in Fig. 3, where we have horizontal balance without symmetry. The first line, it will be seen, is full length, and is set in bold face type. This line, being full length, balances itself because, obviously, there is equal weight on both sides of the center. The second line is partly large black type and partly small light type, and is not balanced because it is heavier on the left end, where the black type appears, than on the right end. The third is uniformly light throughout its length, so, like the first, it balances itself. Without the ornament, the group — the three lines of type — owing to the great strength of "Printing," as compared to "North," would be too heavy on the left side. The ornament on the right side plainly exerts a force on that side to counteract the force of the word "Printing" on the left side, and we have good horizontal balance, because both sides are made of approximately equal weight. There is, however, no symmetry, as the matter on the left side of our imaginary vertical axis is not a *duplication* of that on the right side,



Fig. 4.

and because the ornament is on only one side. However, it is too much to say that it is altogether well balanced, because it is manifestly top heavy — but that concerns vertical balance, which will be considered later. Fig. 4 is a similar example of out of center, or occult, balance as applied to type display, which, while not superior to Fig. 3 in balance horizontally, is considerably better balanced throughout.

A rectangular, squared page must be considered a piece of centered composition, because its uniform lines are balanced at their centers upon a common vertical axis. However, the outside parallel lines which mark the terminations of the type-

lines and confine such a form at the right and the left, doubtless have as much to do with its symmetry as the interior axis. In Fig. 5 we find that most of the lines seem to be built to conform to the vertical bounds, while others are centered, with space remaining on each side. In this example we find the lines "Bedford Edition" and "In Thirty-two Volumes," and the monogram, centered, whereas the rest of the matter is built up against straight parallel sides. Fig. 6, it will be seen, does not seem to be so closely responsible to the central axis as to its rectangular boundaries. It seems, therefore, that both rectangular forms and centered forms of irregular outline may be

THE COMPLETE WORKS OF

WILLIAM MAKEPEACE

THACKERAY

BEDFORD EDITION

In Thirty-two Volumes

WITH TWENTY ORIGINAL INTRODUCTIONS, THIRTY-TWO ORIGINAL FRONTISPIECES, AND ABOUT 1500 OTHER ILLUSTRATIONS

LIMITED TO ONE THOUSAND SETS

GEORGE D. SPROUL

PUBLISHER · NEW YORK

FIG. 5.

constructed symmetrical to a vertical axis, while rectangular forms may also be constructed to meet their parallel boundaries. In such forms as Fig. 6 there appears sometimes to be an attempt at balance as though name and office, and name and business connection, were placed against each other for the purpose of equilibrium. The balance of such compositions seems maintained by the fact that while no one line is symmetrical in itself, the effect of one end being longer in one line and the other end being longer in another forms a fair balance.

It seems unnecessary to dwell longer on the subject of horizontal balance. The points made and the examples given, while not by any means all that are possible, should suffice to give the reader a clear conception of what horizontal balance and symmetry are, and how they are obtained. The suggestions given should indicate numerous applications.

Vertical balance, or balance from top to bottom, is equally as important as horizontal balance. There is one broad distinction between vertical balance and horizontal balance that should be made plain at the start. While balance horizontally is in the exact center, vertically it is not. This fact is partly due, as stated in the previous article, to an optical illusion caused by the inability of the eye to see equal halves in the vertical as equal. If a page or rectangle is divided at the exact center, the upper half will look the larger. To make the two parts *look* equal, the upper part must be made somewhat

OFFICERS

Frederick H. Rawson	President
Harry A. Wheeler	Vice-President
Charles H. Holden	Vice-President
Craig B. Hazlewood	Vice-President
Frederick A. Yard	Vice-President
Frank P. Schreiber	Cashier
Reuben F. Chapin	Secretary
Charles P. Kenning	Assistant Cashier
John S. Gleason	Assistant Cashier
Edward A. Hoeft	Assistant Cashier
H. Lynn Benson	Assistant Cashier
Albert Seckel	Assistant Cashier
H. Lindsay Wheeler	Assistant Cashier
John J. Ayton	Assistant Cashier
Fred W. Loco	Manager Savings Department
Robert B. Sullivan	Manager Investment Department
Adam C. Boettiger	Assistant Secretary
Walter R. Curtis	Assistant Secretary
Emanuel V. Bacharach	Auditor

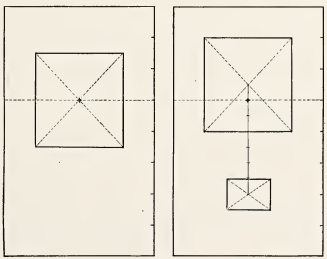
DIRECTORS

William R. Abbott	Gen'l Manager, Chicago Telephone Co.
Frank C. Caldwell	President, H. W. Caldwell & Son Co.
Richard J. Collins	The Fulton Street Wholesale Market Co.
Richmond Dean	Vice-President, The Pullman Co.
Howard Elting	Secretary, Adams & Elting Co.
Charles K. Foster	Vice-President, American Radiator Co.
Charles H. Holden	Vice-Pres., Union Trust Co.
Hale Holden	Regional Director, United States Railroad Admin.
Marvin Hughitt, Jr.	Vice-Pres., Chicago & North Western Ry.
George E. Marcy	President, Armour Grain Co.
Benj. H. Marshall	Marshall & Fox
George A. Ranney	Sec'y and Treas., International Harvester Cor.
Frederick H. Rawson	Pres., Union Trust Co.
Harry A. Wheeler	Vice-Pres., Union Trust Co.
Frederick L. Wilk	Formerly Vice-Pres., Union Trust Co.
Frederick A. Yard	Vice-Pres., Union Trust Co.

Page Twenty-two

FIG. 6.

smaller. Therefore, if we want a type line or type group, or illustration to *appear* to be in the center we must place it slightly above the center.

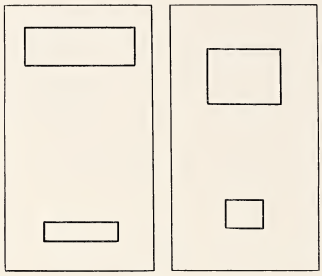


A FIG. 7 B

However, even this is not the pivotal point of the page vertically, although it will do very well for placing a design

which is reasonably large in proportion to the page, as in the case of a page of text matter in a book. It is partly because of this fact, this optical illusion, as well as because of the desire for variety in marginal spaces, that the text pages of a book are placed above the center.

As we must have good proportion as well as balance if type display is to be wholly pleasing, and since the eye naturally



A FIG. 8. B

drops first at a point near the top of the page, vertical balance has been found to be secure when we balance our groups from the point which divides a page into two parts on a ratio which provides good proportion — two to three, or three to five. This division gives us good proportion and balance at the same time. Therefore, since the point of perfect horizontal balance is in the center from side to side, the point of balance for the page as a whole is in the center of an imaginary line which divides the page into the proportionate parts referred to, the division being toward the top rather than toward the bottom of the page. It is fundamental of vertical balance that the bulk of the design, the heavier portion, should be at or near the top. Therefore the weight above this point should equal that below it. If, therefore, a single line or group is to be placed on a page it appears most pleasing when located on this line (Fig. 7-A). If two groups are to be placed on the page we

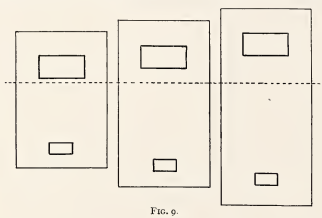


FIG. 9.

must so place them that the center of balance between the two coincides with the center of balance of the page, which, as stated, is in the center of the line dividing the page into two parts between which there is good proportion, the smaller part invariably being at the top. It is possible to determine the positions mathematically by drawing a line from the center of one group to the center of the other and dividing the line at such point as will give to each group a portion in inverse ratio to its size. If, for example, one group is six times the size of the other, the distance from its center to the center of balance should be only one-sixth as great as the distance from the center of balance to the center of the other (Fig. 7-B).

But the rules can carry us no further, and for the rest we must depend upon good taste, influenced by a knowledge of what constitutes pleasing margins. While the center of balance necessarily remains the same, with that center as a fulcrum the two groups may be balanced in a number of different positions. As two boys may maintain balance on a seesaw by moving toward the fulcrum, the center of balance, or toward the ends of the board — the distance moved in each instance being in inverse ratio to their weight — so in balancing



FIG. 10.

two groups on a page they may be shifted up or down, while maintaining balance, in order to secure pleasing margins.

The correct positions, therefore, depend upon the width of the groups. If on a cover design the upper group is a wide one, and the side margins are necessarily narrow, the group must be placed closer to the border, or edge of sheet, at the top than if the group is a narrow one. If balance is to be secure the lower group will likewise have to be nearer the border or edge of sheet at the bottom. Fig. 8 shows two pages, one of which (A) contains wide groups, and the other (B) narrow groups. Both are equally well balanced, but it will be seen that the groups in A are nearer the center of balance than those in B.

The same groups may be balanced perfectly on pages of different depth, but the deeper the page is the farther the groups will have to be from the center of balance if pleasing margins are to be maintained (Fig. 9). Here once more the principle of the seesaw applies. Two boys can maintain good

balance on a seesaw in a shed which permits the use of a ten-foot board only, whereas if they move to larger quarters they can seesaw on a longer board. This shows that the length of the board or the distance between the groups is of no consequence in maintaining balance.

The diagrams given to illustrate the fundamentals of vertical balance are necessarily in the rough, and might create the erroneous impression that groups are balanced according to area or size. A black mass and a light gray mass of the same size do not balance an equal distance from the center of balance any more than a bag of wheat and a bag of cotton of the same strength at that point may irritate the reader to an extent as he goes through the matter, there is not the danger of his passing by portions of it because of the influence of a stronger force urging him toward the bottom.

The "Futurist" advertisement (Fig. 10) is a peculiar one. In the black illustration it is the white, the illustration of the woman and her reflection in the water, that is the attracting force. Placed low, as it is, the eye is drawn downward, the large type contributing to the force, to such an extent that the small type above and at the right is at a decided disadvantage. The example is peculiar because it is the white

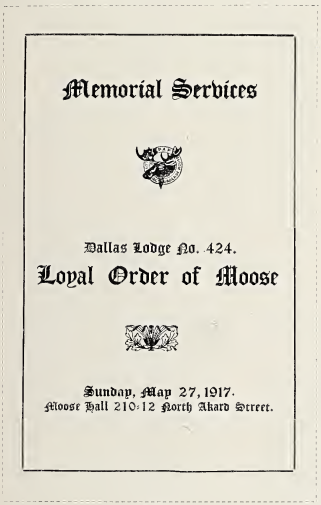


Fig. 11.

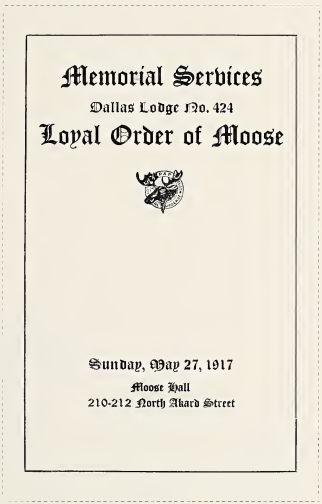


Fig. 12.

size will on a pair of scales. Black must be considered heavier than gray when it comes to balancing measures in type display, and they must be placed accordingly. A black group, for instance, will balance a group of middle gray value twice its size. Moreover, the idea in balance is in balancing forces of attraction, impressions, the strength of which, as a rule, depends upon their relative lightness or darkness of tone.

Masses in type display, as before stated, should be so placed vertically that there is no sense of top heaviness or bottom heaviness. There is no balance when there is a preponderance of strength at top or at bottom. While, of course, the center of balance vertically is above the center of the page, and we expect to find the heaviest part of our display there, we can go too far, as in the case of Fig. 3. The type in this design seems about to jump out of the top of the page, and certainly shows the need of something at the bottom to effect an equilibrium. However, the effect of top heaviness is not so bad, nor is it so frequently met with, as bottom heaviness. Furthermore, top heaviness will not exert so strong an influence against the logical reading of the copy as will bottom heaviness, for it is natural to start at the top in reading and, while extraordinary instead of black that attracts, as is usual in type display, where on white paper the largest and blackest type stands out through contrast, as does the white here. The example is not to be considered a contradiction of the statement above made that degree of blackness must be considered in balancing masses, but it illustrates admirably the ill effect caused by the dominant attracting force being low in the page.

Take the simple type design, Fig. 11: This title page is faulty in several respects, noticeably in proportion — the lack of pleasing variety in type sizes and spacing — and in balance. Imagine a dotted line, as in Fig. 7, dividing the page into two parts in the ratio of three to five. Plainly there is more weight below this line than above it; plainly it is bottom heavy. To demonstrate how the application of proportion and balance may improve its appearance, Fig. 12 is shown.

As in many other things, mechanical exactness is not essential for pleasing results. It is not intended that the designer shall carefully measure the size and weight of his masses, and mark off the divisions by rule. Figures are here given so that the student may experiment on his own account to train his eye to see good proportion and balance.

THE PRINTER'S PUBLICITY

BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

Jamestown Printing Concern.

We reproduce here (Fig. 1) a novel illustration from a folder of the Jamestown Printing Concern, Jamestown, New York, showing vividly the rapid growth of the plant in recent years. The illustration speaks for itself in the way of effectiveness. The original is in two colors. On the back of the folder, which bears the title "Just Like an Oak," the company says, in part:



FIG. 1.

"A growing printer must be a good printer. . . The good printer knows how to handle the tools of his trade. . . Consequently, a good printer will be a growing printer.

"From a very small beginning two years ago, we now have the most modern equipment in the city, occupying 2,500 square feet of floor space in the Roberts Building. . . . "

The plates used in the illustration were made by the Journal Engraving Company. The folder is on heavy card stock, and is attractive in every way.

Brock-Haffner Press.

A lot of sane, worth-while material dealing with business and advertising methods is found in the twenty or more pages of the new house-organ, *Color Types*, issued for the first time in January by the Brock-Haffner Press, of Denver, Colorado. Glance at the front cover illustration (Fig. 2), originally printed in four colors, and you get a good impression as to the general character of this more than usually pretentious monthly magazine. This typically Western scene, admirably printed on the cover, stands as a striking example of the kind of colorwork in which the firm specializes.

Beneath a view of its plant, reproduced in color on the first page, *Color Types* explains that it is the purpose of the house-organ to print whatever seems worth while and useful to business executives in current business literature or its own experience, whether it is a three-line item or a five-page article. In

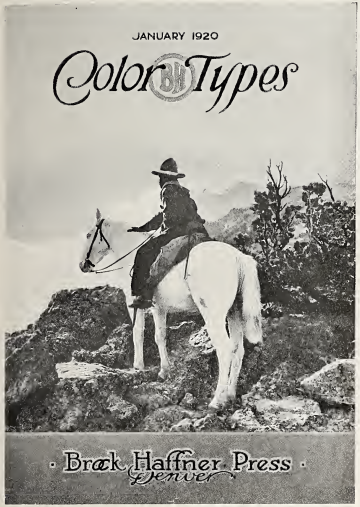


Fig. 2.

more or less digested form — boiled down for quick reading — the house-organ expects to give to its readers ideas and experiences helpful, profitable or stimulating. It also explains the use of the title by stating that in making a specialty of designing, photoengraving, and printing in colors, the firm wants to serve its friends in all of the variations of the word "type."

The house-organ not only makes good on its promise in the first number, but as evidence that it intends to circulate a magazine of real value in the future also, it advises its readers to save all of the future numbers for reference. These the company will bind free of cost at the end of a year.

Viewed as a product of printing, *Color Types* is of the quality class and is a specimen of the house-organ of the more expensive type. Its appearance throughout is exceptional, especially in its half-tone and color work. The text is set in eight, ten and twelve point roman. One sixteen-page form is printed in black only, and one four-page form in four colors, this latter form being split, with four pages used for the cover and the other four inserted in the center. The center pages are used to reproduce colorwork turned out by the firm for a catalogue, and the back cover shows samples, in colors, of the printing done for patrons.

This new magazine fairly "bristles" with ideas for users of printing, as well as for the printer himself, and there is a notable absence of the "humdrum" kind of copy, which often characterizes the average house-organ.

The magazine's articles on business and its suggestions as to advertising are extremely practical. As an example of the latter, there are many brief articles under the title "Ideas That Helped Other Businesses," dealing with catalogues, business cards and other printed products. Another page presents ideas on direct advertising, along with sketches. And so throughout the entire publication. The Brock-Haffner Press is to be congratulated on its first house-organ venture, but its reward no doubt will come in the fruits that *Color Types* will bear.

H. W. Bailey & Co.

The following letter has come to this department from H. W. Bailey & Co., South Braintree, Massachusetts:

"Attentively has the writer watched the pages of your paper and observed from time to time unusual examples of typographical production. We believe in the remark of the late Colonel and President Roosevelt, who stated that a man is not deserving of the name unless he leaves his craft better than when he entered. On this idea, together with others which constitute good advertising, our advertising is based.

"The enclosed folder which we are sending out today is the kind of propaganda that the printing industry needs today — to break down that barrier that stands between price and service. The enclosed is sent you for criticism, either for or against. The production is entirely original, and records an event that actually happened during the run of a business day."

The H. W. Bailey & Co.'s folder, 5 by 7 inches in size, carries a story under the title of "Our Thanks to a Brother Printer," which really contains two morals — buy your printing at home, and trust your printer to make a right price when the job is done. The first page, showing a neat typographical make up, is reproduced here (Fig. 3). The subtitles in the margin originally were in green.

To boil down the firm's advertising message to the limit, it is to the effect that a South Braintree manufacturer wanted an illustrated booklet to be sent out to a half a million persons. This booklet was to be of the best and at a fair price. The manufacturer went to the big city to get his "service." He tried nearly a dozen printers, and there was a wide difference in their prices. The more this maker of a fine, high-grade

"OUR THANKS TO
A BROTHER PRINTER"

In Search of Service

A large local manufacturer a few days ago desired to reach the buying public, and to let them know that he again offered a product that was far superior to all others in his line and desired to show them an illustrated booklet just what they were buying and to produce it and to present it in a most pleasing and careful manner — so desiring the services of skilled artists, service men, ad-writers, modern machinery, automatic presses, — in fact all that would make his booklet equal to the best — and wanted it done at a fair price, — took an early morning train for the city, in search of "Service."

Tried a Dozen Different Printers

This good man tried nearly a dozen different printers and estimates were high and low, the more he searched — the less sure was he of which one he was going to take a chance with; the lowest estimate was several hundred dollars less than the highest — there was he, — the manufacturer of a high grade product, in fact, a leader in his line, and a single sale meant several hundred dollars, about to send to the purchasing public a booklet — a representative of his business. This man would no more think of sending out a poorly dressed salesman to sell his product than he would of

Fig. 3.

product, for which a single sale meant several hundred dollars, searched, the more bewildered he became as to what printer he should entrust the printing of such a booklet. One printer, whom H. W. Bailey & Co. term "Our Good Friends," told the manufacturer the kind of plant he should take the job to, the



FIG. 4.

kind of equipment that the plant should have, and ended by advising him that this very plant was located in his home town. The happy ending is that the Bailey plant got the job without a price, and the manufacturer was more than satisfied.

What a printing plant can do for one it can do for another is the basis of the idea in the Bailey company's advertising message. As such, it is, of course, good advertising. Our only comment is that the message contained in the folder could be much more briefly told.

W. R. Smith & Paterson, Ltd.

It is both interesting and profitable to look across the seas occasionally to learn what is being done in the way of improving the printed product and exploiting the use of printing of a better quality. A good specimen comes to THE INLAND PRINTER in a simple but exceedingly attractive folder from the plant of W. R. Smith & Paterson, Ltd., Brisbane, Australia, the front cover of which, originally in four colors, is reproduced here (see Fig. 4). The cover stock is gray. Within there is a single folded sheet, with the title "The Amateur Gardener" in green, containing a striking and unusual bit of philosophy on the necessity for character in advertising matter. The unique message is not long, so we repeat it here: "'You know that the whole secret of gardening is in getting good seed,' said our friend, the amateur. 'Of course, there are other considerations, such as mellow soil, and a proper blend of moisture and sunshine; but the principal element of success lies in good seed.'

"We smiled at him appreciatively.

"'I should imagine that it is just the same with printing,' he continued. 'If a man starts out to advertise his business, whether he does it on his letter-heads or in special circulars, he must have them good. It is no use trying to economize by buying the poor kind, because poor printing is like poor seed — it doesn't produce results. Am I right?'

"'Of course you are right,' we answered. 'The wonder is that more people do not realize the point. It is hard to din it into some people. They reckon that so long as the circular is readable it does its work.'

"'Well, you want to use some homely illustration to help you make your point. I have just provided you with one — use it,' he said."

This illustration brings to mind the apt one so widely used in this country in printers' publicity, arguing for good printing as against the lower grade at a less cost. In its varied forms it discusses the absurdity of a business firm sending out its star salesman in a pair of overalls to call on its best customer, likening, of course, the overalls to cheap, inferior printing. We are offering no objection to the American method of making the point, yet considering the number of times that we have seen it used in house-organs and other material from the printers it has become hackneyed, to say the least. The Australian version affords a refreshing variety.

TYPE MATTER IN NEWSPAPER ADVERTISING.

A natural answer to the query, "What size type should be used in newspaper advertising?" is "A size that every one can read with ease." But there is more than this to be considered. The mechanical requirements of newspaper printing put other restrictions than mere size on the type to be used. No type smaller than eight point should be employed in newspaper advertising. Smaller type is likely to fill up and print an illegible blur. Then, too, the type face itself should be clean and open. Avoid those types with fine, delicate hair lines; such weak faces are apt to break down under the strain of the press run. Choose one of the good old favorites such as Caslon, Bookman, Bodoni, Scotch or the Cheltenham family. The platemaker can make better plates from such type faces, and the reproductions will be more "forceful."—*By H. R. Schaeffer, New York Manager, Gagnier Stereotype Foundry.*

PRINTING IN KOREA.

Back in the beginning of the fifteenth century, the Korean printer sat cross-legged in front of a "form" and "pulled proofs." And even in that far off day he used metal type not so very different from the type used now. The strange Oriental characters stood out from the upper surface of each piece of type, and the lower surface was curved so that it would cling firmly to the bed of beeswax into which it was sunk. The printer inked the type, laid the paper on it, and gently brushed the paper with a piece of felt. Thus he pulled proofs at the rate of 1,500 a day.

Fifty pieces of this type are now in the American Museum of Natural History, New York, and fifty more are in a museum in England.—*Publishers' Auxiliary.*

COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to $50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

The Small Job and Big Press.

Again there has come the perennial question: "Does it pay to print a small job on a large press when the shop is busy and no small presses are available?" There is no doubt that it does cost more to run a large press than a smaller one, and there is an equal certainty that within limits there are a smaller number of impressions per hour from the large press.

Prefacing anything that we may have to say by the general remark that where the edition is large enough it pays to double up on a larger press, we will drop that part of the subject from further consideration.

Suppose that the pressroom in question has a number of job presses ranging in size from 10 by 15 inches to 14 by 22 inches, a pony cylinder and a large cylinder, say 42 by 56 inches. Every job press is busy and there are sent down two forms in a rush. These would have gone on the 14 by 22's nicely had there been any open, but there is none; so one form is put on the pony because the foreman says that it will not cost any more as the pony runs so much faster. This leaves one form that is in a hurry. It requires only a 13 by 19 sheet, but the only press that will be open for the next ten or twelve hours will be the big cylinder.

There are left two methods of handling this form—to lift one of the forms now running on the superroyals or to print it on the big press. The first means delay on another order, which may be in just as big a hurry, and the expense of an extra make ready when it is put back on its press. The second means the running of a machine that costs $3 an hour in place of one costing $1.75, with an advantage in speed of twenty per cent in favor of the higher priced machine. What would you do?

There are two other considerations that enter into this question. The number of forms ahead of the small presses is sufficient to keep them all busy to the end of the week, with others coming down every day. The large press has only two days' work in sight as the pressroom foreman knows it. He decides to put the form on the large press, although the pressman kicks hard about the small size and the necessary adjustments.

The result is as follows:

	Job Press	Cylinder
Make ready, and wash for color, 2 hours	$ 3.50	.....
Make ready, and wash for color, 3 hours	.....	$ 9.00
Running 7,000 impressions, 10 hours	17.50	.....
Running 7,000 impressions, 8 hours	.....	24.00
Total cost	$21.00	$33.00

This looks like a loss of $12, but is it? Against this loss there is to be considered the $3.50 that would have been required for the extra make ready had the smaller form been lifted; this reduces it to $8.50. In addition there must be considered the fact that another job would have to be delayed. Had there been only one job, the pony would have handled it and there would have been less difference in cost, possibly a matter of only about $3.

The fact remains that the small job on the big press costs more, but there is also the fact that a pleased customer, one of the best assets of any business, offsets the slight extra expense.

In our opinion the foreman showed good judgment in using the big machine for a small job. He was evidently looking out for the best results to the firm employing him, and the employer who would find fault with his action is decidedly narrow and does not deserve so wise a man in charge of his pressroom. The extra expense of upholding the reputation of the house for promptness and reliability was really very small.

NOTE.— Since the foregoing was written it has transpired that the job was the cover of an elaborate catalogue and the actual extra cost was less than one-tenth of the net profit on the job as finally figured, including that cost. The printer writes that it has been an eye opener for him and that had the job been delayed he would have lost a larger order from the same customer.

Productive Percentage in the Composing Room.

In the Correspondence department of the February INLAND PRINTER J. A. Singler takes exception to the statement made in the Cost and Method department of a previous issue that it is possible to make a composing room ninety per cent productive through the use of the non-distribution system. He gives figures from his own records to show he has not been able to get that amount of production, even in the busy months.

That the ninety per cent productive time in the composing room is possible we know, because we have seen it done, but that it is probable or even possible in all plants we did not claim, though there are many plants using complete non-distribution which are getting more than eighty per cent and some close to ninety.

While Mr. Singler may be right in assuming that his plant can not reach the higher figure on account of the high-grade work on which he is specializing, we feel assured he can and will get a higher percentage than he now does when he adopts complete non-distribution. It will be noted from Mr. Singler's letter that he admits he is using only partial non-distribution (he says he still does some "distribution of foundry type"), but he gives no figures to tell how far he has progressed. That he is using the non-distribution system at all is evidence that he believes it is the correct way to attain the highest efficiency in the composing room; and he may have good and justifiable reasons for not using it completely; but that is no reason he should make the claim that the higher efficiency is impossible in the plant using the complete non-distribution system. Its having been done in one plant shows that it is possible for some plants, if not for all, and we think that even Mr. Singler will admit there may be many plants running on other classes of work where it might be easier than

in his own. Therefore we do not agree with him that we are seeking after an impossibility. Far from it, we believe the next few years will see many well managed plants attaining an efficiency of ninety per cent in the composing room. Of course, without careful management no system will give high efficiency.

Advertising Versus Solicitation.

The printing trade journals devote pages to the salesman, and the various printers' organizations are holding classes for the study of salesmanship in order to facilitate the securing of orders for printing; but there seems to be but little attention paid to printers' advertising. During the past year the United Typothetæ has done something along the line of supplying advertising service to its members, but there has been no general awakening to the value of advertising as a business producer for the printer.

There are hundreds of near salesmen, solicitors, order takers and messengers traveling over every city of the country under the impression that they are selling printing when they bring in a request for an estimate and happen to get the order if the price is the lowest.

The cost of this solicitation is an enormous sum — a sum that should be sufficient to sell twice as much printing as there is to be done in the entire country. The results to date have been, first, a general demoralization of prices, and, since the war, a retardation of the growth of business. This seems like a severe arraignment of an established institution, but it is a true bill against the average printing salesman. There are a number of printer's representatives who are really making good and selling the product of their plants at the right price, else there would be more bankrupt printers than there are.

But there is one peculiar thing about the successful salesmen. They are all — or practically all — working for houses that advertise more or less liberally.

There are also some printing houses which do not employ any salesmen, but depend entirely upon the results of their advertising. These firms are generally successful in building up profitable businesses of moderate size, with a good list of substantial customers.

There is food for thought in this. Therefore we interviewed a number of these advertising printers and found that nearly every one of them felt that the class of work obtained by advertising was more profitable than that formerly brought in by solicitors, and that the customers thus secured stayed with them longer. The amount of advertising done varied, but the most successful of those interviewed stated that when they dropped their salesmen they decided to spend as much for advertising as had formerly been paid in commissions and salaries to the solicitors. In our estimation this was too much at the start. One very successful house stated that the first year's advertising as charged on the books was comprised of the printing at cost, as shown by the cost system, plus the money spent for postage, and amounted to exactly ninety per cent of the sum paid for salesmen's salaries and expense accounts, and that the amount of new business landed was four times as great, making a net gain in the total business of about fifteen per cent. The second year the same amount was spent and there was again a large increase in the total business. The third year the amount was increased slightly and a little of it spent for expert advertising advice. This brought the business with a rush. After four years of experience this firm says that the cost of getting business has dropped from nearly twelve per cent of the gross amount handled to less than seven per cent.

Another advertising printer said: "The big thing about advertising for business is that you have to be careful what you promise because you put it down on paper, so that the buyer can show you up if you do not live up to the letter of the promise; and another good thing is that most of the transactions are by correspondence and there is less chance for loss through errors from misunderstanding of specifications than when they are verbal."

One printer who is handling a nice little business of about $35,000 a year said that he was able to do it with just one-half the office force that was necessary when he had two solicitors. Dropping the outside men had resulted in a loss of about ten per cent of the gross business the first year, but the profits were only three per cent less than before. Now, after working without solicitors for six years he finds that his business has grown slightly in volume and that his profits have nearly doubled because he will not duplicate at the same price any order which has not paid a fair profit on the first run. As he puts it: "I have lost a few cheap skate shopping customers, but they do not count against the substantial ones that I have gained by always having a just price and being willing to show the buyer my cost sheets in case of questioning of price."

The most successful of these advertising printers were those having the Standard cost system, and in three cases, at least, the cost system was the reason for making the change from solicitors to advertising.

Non-Productive Time.

A correspondent in the Northwest writes: "What is legitimate non-productive time in the composing room?"

This foreman has been in the habit of classing the proofreader and the copyholder as part of the productive force, and because they can not keep time on the work, which is largely composed of small jobs of commercial printing, he finds that his productive percentage is very low.

The true description of non-productive time is "all the time of producers that is not chargeable to some salable job or to some customer," that is to say, all the time that compositors, make up men, stonemen, layout men, and those working on author's corrections, can not enter upon some job ticket as a charge against the customers of the house.

In every manufacturing business, including printing, there will always be a certain class of employees whose work is for the general handling of the business, and whose time can not be divided to specific jobs. In this class come the foremen, the assistant foremen, the copyholder, the boys, the apprentice of the first two years, and the *Proofreader*. Some may object to putting the proofreader in this class, but in the general job printing plant he is seldom reading on any one job for a sufficient time to record it and have it followed through the various charges, so that the cost of making the necessary records is greater than the benefit derived from the extra exactness. All the employees in this class become a direct department expense in the pay roll column, and are thus prorated to the work or hours actually sold.

It is our belief that every possible hour that can be made salable should be so treated, but to try and increase the number of hours by including employees who can, even under the best conditions, count but a small fraction of their time as productive is a mistake, because the very low percentage of productive time given in the monthly and annual reports reacts upon the esprit de corps of the department by discouraging those responsible.

In some plants where the distribution is departmentized, the distributors are carried as a department charge. There is no fundamental objection to this, though in the end it is apt to be misleading, through there being a loss of perspective as to the real cost of this item. We do not blame any foreman or proprietor for being so disgusted with "dis" that he wants to hide it as a general department pay roll item, but we do think it a dangerous plan, and one that will lead to laxity and abuse.

Every hour not sold is non-productive if it is the time of an employee who should produce, and modern efficiency demands that their number be reduced to the minimum.

THE PROBLEM OF REGISTER.

BY STONEMAN.

THE industrial tendency toward specialization is strikingly evidenced in the printing trade by the many phases of what formerly went under the broad designation of typesetting. In former days a workman took his copy, and before he considered that his task was accomplished he had planned the form that the work was to take, set the type, corrected it, made up the form, and had given it into the hands of the pressman. Today in large establishments the copy is carefully prepared and a clearly outlined layout is given to the compositor for his guidance. If machine set matter is combined with hand composition the work is done probably by several hands, but is made up in its general form under the direction of one person. The form is finally put in the hands of the stonehand for lock up.

Large editions of periodical and book work, together with that great miscellaneous volume of label, carton and placard work, all printed from plates, call for lock up operations of a much different character, with problems peculiar to themselves.

Then come the rotary press forms of curved plates, their number increasing greatly in recent years, which, while presenting difficulties of moment, offer in return results that are far reaching in their economies for runs that are long enough to warrant this system of printing.

The writer will give attention to but one phase of composing room work, that of preparing forms for press, having to do with the single problem of register — the exact adjustment as to position of the elements of a form.

Imperfect register may be the result of very different causes. The usual reason for this defect in the printed sheet is in the original make up of the form, the different elements of which have not been accurately located in relation to one another or to other forms printed on the reverse side of the sheets.

The imperfect condition and action of cylinder presses frequently result in bad register, the usual causes for which are as follows: Lost motion between the travel of the bed and the revolution of the cylinder permits the impressions to vary in position, and is a prolific cause of run-down plates, as well as of bad register. Badly worn teeth in the register rack affect the register. An overpacked cylinder will print "long," while one that is underpacked gives the opposite effect where the necessary impression is secured by building up the form over type high. If care is not taken to see that each gripper has just the right "nip" and that little pieces of sandpaper are glued to them so as to insure a firm hold on the sheet, very often the sheets will pull away from the grippers under a heavy impression. Stiff ink on a heavy form may so stretch the stock under the strain of pull that it will affect register. With the exception of the first noted, all of the foregoing mechanical defects show themselves in one direction only, *around the cylinder*.

Much might be written about imperfect register due to unseasoned stock, as fortunes have been spent endeavoring to find some sure way to overcome this most serious condition.

The basis of most paper, card and box board is wood, the small fibers of which, due to the action of the thin, watery pulp flowing on the machine, run approximately in the same direction. These minute fibers absorb moisture, at which time they swell, increasing appreciably in diameter, but being affected very slightly in length. This gives rise to the varying width of sheets measured across the grain when they have been exposed to moist air and then to dry air.

It is interesting to note this quality in paper, and it is very easily observed by spreading sheets on a flat surface and with a sharp hard pencil or knife blade point making minute but clear marks at each end of a steel rule at least two feet in length. These marks should be made both across the grain and lengthwise. The sheets should be left exposed to the air near an open window, and observation from time to time will shed much light on discrepancies that otherwise might be rather difficult to explain.

When stock comes from the mill it usually contains a considerable excess of moisture over what it would carry after being exposed to average atmospheric conditions. If close register work is to be run, it therefore becomes necessary for this stock to be seasoned, and this is generally accomplished by suspending it in hangers so that air can circulate freely between the sheets. The condition sought is to have the air to which the sheets are exposed as nearly as practicable approximate in humidity and temperature that prevailing in the pressroom where the work is to be printed.

In point of fact it is surprising how little effect the expansion due to heat alone has on paper at usual temperature extremes, but what varying degrees of humidity will do to it is decidedly another story. The equalizing of the condition of stock so that in point of humidity it is approximately constant in relation to the air in the pressroom makes a situation that permits of accurate register, but it is one not always easy to attain.

Several years ago there were some firms in the lithographic line that especially prided themselves on the excellence of their output, and they made it their uniform practice not to put any stock to press that had not been in their stock rooms for at least six months, but such are the modern exigencies that, so far as we know, this extreme precaution is not now anywhere in effect to any great extent.

Lithographers have also resorted to the expedient of coating the stock on both sides with a white moisture resisting sizing, the object being to protect the fibers of the stock from humidity, and papermakers have considered the problem of incorporating waterproofing compounds in the paper itself, so great is the demand for paper stock that will be stable in size under varying conditions of humidity.

We will now consider the problem of register solely from the composing room standpoint. It should be obvious that the full duty of the composing room has not been fulfilled until every possible precaution looking to accurate register has been taken before the forms reach the pressroom. It is not within the province of the pressroom to have to make good the mechanical shortcomings of forms made up in the composing room, although, to be sure, some pressroom foremen have not been slow to avail themselves of the situation that poor composing room work gives rise to, as the following experience will illustrate.

A medium sized plant doing a high grade of work had in charge of the pressroom a foreman who, whenever a form was off, would make the composing room foreman's life a burden until another form was on the bed of the press, whether it was in condition for the press or not. Then an impression would be pulled as soon as possible and sent to the composing room for an O. K. for position. In most instances, because of the rush in getting the form to press, it would be necessary to line up three or four sheets before the position could be finally passed. In the meantime the pressman would mark up on his report that the press was being held up for position by the composing room, while as a matter of fact the make ready would in many instances be far advanced before the position was O. K.'d. When the sheet was finally passed for position, then, and not until then, did the pressroom begin to charge up make ready time. Naturally, the pressroom stood high in the estimation of the cost finding department, and the composing room was at a discount.

In the course of time the composing room added to its equipment a machine that made it easy to make up the forms to

accurate register, and when the pressroom began getting their O. K.'s for position in from ten to fifteen minutes after the forms went to press the make ready time began to have an entirely different aspect, which the foreman was not able to account for with entire satisfaction.

The uniform practice of lithographers in making layout sheets has its advantages for the letterpress printer in more ways than one. When you see before you a sheet of the stock with lines indicating the margins, it gives an opportunity for checking up dimensions and positions before the operation has gotten "into metal," and this means the saving of many a dollar in time, and avoids more serious losses of stock, which at times result when this simple precaution is ignored.

For convenience in producing these layout sheets and to facilitate accurate lock up work some simple appliances of precision are necessary. Such need not be expensive and the investment will prove most profitable. A first essential is a flat surface like a drawing table, a trifle larger than the bed of the largest press in the plant. Establishments that are fortunate in having in their equipment a glass top frame over a bank of electric lights used for convenience in observing the back up of sheets will find this an ideal surface on which to make layout sheets. Then will be required a good substantial steel with straight edge of proved straightness, about an eighth of an inch thick, two and one-half inches wide and as long as the drawing table. Next procure a steel T-square nearly as long as the widest sheet that you can print; a pair of eight-inch dividers with screw adjustment, and a steel scale about thirty-six inches in length divided into thirty-seconds will probably complete the requirements.

By clamping the straight edge to the lower edge of the drawing surface and sliding the T-square on it as a base, layouts can be made with true right angles, which is a prime consideration in work of this character. As it is usually desirable to have two or three line up sheets ruled alike, they can be economically produced by fastening the sheets at the corners with thumb tacks and using large sheets of carbon paper pieced together until they are as large as the desired layout sheets, with which they are interleaved, ruling the layout with a hard lead pencil on the top sheet. The carbon paper when handled carefully and used in this manner will last for a considerable time.

Experience generally has proved that the most expensive place to register a form is on the bed of a press. When registering moves are made on press by a stonehand it means that the time of the pressman, the feeder, and the standing time of the press itself are all combining to boost the cost of the job, whether the cost sheet shows it or not.

On the other hand, it will frequently be contended by pressmen, especially when plates are mounted on patent bases, that no time is lost in registering on press from a sheet that has been lined up and the moves marked, as these adjustments of location can be made when the plates are removed from the bases for underlaying, their logic being that some moves will of necessity have to be made anyway, and that you might as well make a big move as a little one.

It is not necessary that this contention be examined very far before its fallacy is exposed. In the first place, in marking up the moves to be made on the line up sheet, one can not judge the wide moves with the same degree of precision as the narrow ones, with the result that the marking is necessarily inaccurate. Nor is it possible to move a plate a considerable distance as quickly as you can make a slight move, and finally, but probably most important, is the difficulty in the operator's mind arising from the two problems confronting him. One is that of backing off the hooks so as to release the plates, being careful to loosen them on the same sides and ends in each case so that when they are put back on the bases they are located by the hooks that were not disturbed. Combined with these necessary moves of the hooks are the shifts marked on the line up sheet involving the hooks that would not otherwise have to be moved from their original position.

In answer to this the pressman will usually contend that he would make the shift moves first and then remove the plates for underlaying; but the fact nevertheless remains that if the plates are not in proper position the necessary moves will have to be made some time, and by combining these moves with the work of lifting off the plates for the underlaying operation the total time consumed is not cut down in the least.

There is better reason for making *no* registering moves until after all the plates are underlaid, when the line up sheet should be marked with the necessary moves, for then the slight shifts resulting from replacing the plates can also be taken care of.

Every consideration of efficiency points to the desirability of making up the forms just as nearly perfect as possible before they reach the press, and composing room foremen will be doing their employers an important service in point of time saving when they turn a deaf ear to the importunities of the pressroom executives who would rush the forms to press without due consideration as regards register.

TRUE TO LIFE.

BY ABE SHILLINGS

Dry Goods Murray was a man
Of no mean renown,
He was considered far the best
Business man in town.

A good employer he was too,
And financier as well,
And had much faith in printer's ink
To help his goods to sell.

Of all the people Murray liked
The cut-price printer led;
And often Murray bought the stock
Or paid in advance instead.

But how he hated one who charged
The price that's really right;
At all such bills he'd stomp his foot
And cuss with all his might.

Now Murray's blacksmith printer
Was working day and night,
To keep the family wolf away
With all his main and might.

But cheap printing did not help
His goods to walk away,
So Murray had about decided
Printing did not pay.

But soon this cheap fool printer
Went completely broke,
And the unpaid bills he left around
Were certainly no joke.

Now Mr. Murray's business
Has almost doubled twice.
Since he demands good printing
Regardless of the price.

The moral of this story
You could guess at once:
Murray put him out of business
Because he was a dunce.

BE ALERT AND AT WORK.

Every man who thinks straight, every man whose heart is honest, every man who loves America and all that America has stood for in human liberty needs to be alert and at work. No man can shift his responsibility to some other shoulders. His work must be done by him, or it will never be done in time or eternity.—*Manufacturers' Record.*

NEWSPAPER WORK

BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter and stamped self addressed envelope enclosed when reply is desired by mail.

A Start in Newspaper Cost Accounting.

The idea of ascertaining the real cost of display space in newspapers has taken such a firm hold on publishers, especially of the smaller weekly and daily papers, that all of them are now thinking along that line, and many of them are putting pencil to paper to ascertain just what it is. But not all are expert enough as accountants, or ingenious enough at planning and figuring, to get just what they want out of it, even though they start.

Time was, and not long ago, when it was wasted argument to wrangle with other publishers about their "rates." They usually thought they knew what they were doing. We remember when, only four years ago, we had several of them come back at us hard when we contended in a meeting of newspaper men that not a weekly paper in the State was making enough from its display space to pay the cost of publishing the paper. Some of them wanted to know, then, where they were making their money, as they were prospering. It was not hard to point this out, but they were not making it from their display advertising. Now it is very different in the State referred to.

All the above comment has to do with a real attempt now proposed to ascertain the exact cost of producing a weekly or daily newspaper. Instead of "guesstimating" on it we are going to have real figures to show it all up. The proposition comes from R. T. Porte, compiler of the now famous Franklin Price List, and with the financial and other aid of interested parties it is proposed to install newspaper cost systems in several offices where average country weeklies are published, and over a period of several months make an accounting of every penny of expense that enters into the production of newspapers of 1,000, 2,000 and up to 5,000 circulation. A section of the price list will then be devoted to prices for display advertising for such circulations, to the end that publishers may have a basis to figure their rates on and to charge when selling their space.

Figuring hour costs is as hard and almost as impossible with most publishers as counting the stars, and they give it up before they get half started. However, an arbitrary hour cost fitting into the average publication of a certain class is not impossible — and with the hour cost established the rest of a cost system is not at all burdensome or complicated. It is all a matter of keeping books. The failure to keep books has sent more newspapers to the boneyard than any other one thing. Modern business demands that an account be kept of every item of expense and income; and unless these items of expense and income are kept separated and classified in columns of figures on the cash book or ledger to show what each department of the paper is doing, the publisher is certainly very much out of date.

Thus each publisher will soon have an established and recognized guide to a cost system of his own. He will have the hour cost, page cost, inch cost, line cost. With this start the rest should be easy and decisive. We advise that all read and study and think along this line of their business, so that the weak points may be discovered and mistakes corrected.

Lost $2,000 a Year on Job Business.

We have often thought and sometimes remarked that one-half the newspaper offices in the country that conduct job printing departments were losing money on their job printing business and didn't know it. We had a very startling instance of the truth of this assertion brought home to us recently when visiting shops in Middle West towns. An energetic, hustling and successful newspaper publisher in a good county-seat town had two of the latest and best job price lists on his desk and had just been consulting them when we called. "I have lately been doing a lot of figuring on jobwork," he said. "We have been doing a big job printing business here for years, but never kept any careful record of costs or profits in that department until recently, when I was able to gather the figures together and separate all the costs from the newspaper end of the business. I was astonished at the result, for the figures showed we had lost over $2,000 on our job business in the last year and hadn't known it. We don't propose to lose any more; that is why I have these expensive job price lists. From now on no job goes out of this shop without showing a profit. We make no prices in advance for any kind of work. A large part of our business is stock catalogues for farmers and breeders, and there is where a great deal of our losses were. Now we refuse to make a price on these catalogues in advance; simply tell the customer we will do our best with the work and deliver the goods, but the bill will be what the time sheets and costs show we must have in order to make a profit. On that basis we are just as busy as we ever were, and we are feeling much more comfortable about it since we have to pay so much more for our help." Isn't there a sermon in this little conversation? A sermon on revelations. And with the same care in looking into the subject of costs of job printing, the rest of us would be just as much surprised as this progressive publisher. Not only publishers but job printers as well would be surprised if they kept careful accounting of their costs and profits. And the biggest mistake is being made by those who figure that they are owners of their shops, doing their own work largely, and therefore do not need to keep such careful records. A man's productive age must be figured into the costs of job printing, his investment in gaining his skill, as well as the outlay in materials and buildings, rents and interest charges, if he aims to get at what it is costing him to do business. Spending any of these things without reckoning them against income is a costly system that will some day strike back and mock the man who has been guilty of it. Even today half the publishers who are operating job printing shops in connection with their business lose money on many things they do, and do not know it — until too late — and then they wish for a cost system.

Serving the Advertisers.

Some splendid plans for serving the advertisers in daily newspapers have recently come to our notice from the *Indianapolis Star*, and this service is worthy of the attention of all newspapers that cater to and expect to secure foreign advertising business. The *Star* has established a "data and service department," and will give special attention to merchandising reports, generally termed "surveys," and will seek to avoid stereotyped methods of working. In general it will help the advertiser as follows:

Make personal calls on retailers to secure window and interior display.

Make investigations to see that goods are moving, and to offer suggestions to stimulate "slow" stores.

Compile a list of retailers for any line interested, together with detailed maps of the districts.

Help salesmen deal with peculiar local conditions.

Find out the number of possible consumers for any product.

Supply specific information of the kind needed by firms introducing their goods into the Indianapolis and Indiana market. For this purpose the city is mapped and listed in detail by districts, showing exact location by blocks of all grocers, druggists, garages and hardware dealers.

The service as outlined contains very much more than what is quoted, but we give that as an indication of the extent of modern newspapering along advertising lines. It is getting to the heart of things, and is actually pulling the national advertiser into the local field by saving him the work of compiling such information and then the disaster of sending green salesmen into unknown territory to develop business. From the largest to the smallest newspaper this service is possible, and while we sometimes hear local publishers remark that they are not salesmen for foreign advertisers and will not do this or that in the way of surveys or forwarding information, yet it is all in the game nowadays, and the intensive coöperation indicated is worthy of more than idle attention.

One thing in this connection, worthy of the attention of all newspapers and managers, is that in furnishing such surveys and information to advertisers the latter must make noncancelable contracts. This lesson has possibly been learned from costly experience — it has been learned in the country press, we know, at some cost.

A Little Reading on Rates and Cards.

We were very much interested in reading an address delivered by James O'Shaughnessy at the recent meeting of the Associated Advertising Clubs of the World, at New Orleans. His subject was "The Relation of the Advertising Agency to the Newspaper and to the Advertiser," and in it he made some observations that, while not intended for the average small-town paper, nevertheless fit so well that we believe it will be a service to call further attention to them. As executive secretary of the American Association of Advertising Agencies, Mr. O'Shaughnessy gives first aid both to the associated agencies and to the newspapers.

First, he emphasizes one good point, as follows: "The publisher with a flat rate which is a sound and honest rate that he rigidly maintains, is serving the interests of advertising, and in doing that he is assisting the agency to a more effective development and a surer maintenance of advertising volume. The archaic slide in the scale of rates is a menace to advertising. It suggests rate dickering. It invites short rate juggling. It almost compels errors. It increases the cost of advertising. It penalizes and discourages new advertisers," etc.

Mr. O'Shaughnessy also encourages the use of standard rate cards along with the flat rates: "When the standard rate card is adopted by all publications, it will deliver out of the overhead of the members of the American Association of Advertising Agencies and into the tills of the publishers about $250,000 a year. When the flat rate is adopted it will bring to the publishers nearly $300,000 now going to waste every year." Here in two items of standardization, this authority suggests that a saving of $550,000 a year can be made by the newspapers of the country if they will but adopt two commonsense and practical systems of business. And yet all over the land we find newspaper publishers who have either not thought of this matter at all or have continued with an old system of rates and rate cards that has been a millstone on themselves and on all others.

A rate card is most essential in every newspaper office, large or small, yet there are many who "haven't had time" to get one out. For the smaller class of papers we like best the single rate card, 3½ by 6 inches, giving on one side the name of town and paper, publication days, information about display rates and discounts, position requirements, classification, etc., and, on the other side, information about agency commissions and discounts, mechanical requirements of the publication, circulation, miscellaneous notes, etc. A rate card of this size and form will find a place in the usual filing cases used by agencies, and *will make it easier for the smaller class of publications to do business, both with advertisers and with agencies.*

When the general newspapers of the country get to the point where agencies and advertisers can do business with them as easily as with the big periodicals and special publications, then they will get their share of this immense national advertising business.

Observations.

It is safe to say that the present scarcity of white print paper and its high price will cause the invention or discovery of something to take its place or make up the deficiency. Necessity has always produced the thing needed, and it may do so in the print paper matter sooner than expected, for we learn of a product made from common straw that is claimed to be equal in most respects to the ground wood paper, and it is now causing much interest among the publishers of this and other countries. Speed the day when it will actually be on the market, for all countries raise straw.

In answer to a question, newspaper and printing offices are taxable as personal property, and not on their good will. What may constitute one of the greatest values of a newspaper business — the personality of its editor and the character of its writers — can not be valued to the assessor, and the fact that certain hundreds of citizens are taking the paper as subscribers is not an asset that can be taxed, because it is not tangible property subject to execution or sale. If a paper were stopped in its publication for even a month, there would be mighty little value left in its list of subscribers or in its "good will."

The Trib is a neat little eight-page publication issued by the *Chicago Tribune* as a sort of "house-organ." To a newspaper man anywhere this *Trib* is mighty interesting. It gets to the inside of the big newspaper plant and publishing business as the movie fans like to get to the inside of film production and the news of all concerned in it. The stories concerning special contributors, artists and other important personalities connected with such a newspaper are like an introduction to people who have seemed to live in a world apart from the general run of newspaper makers. Possibly any one interested can secure a copy of the *Trib* by addressing 1006 Tribune building, Chicago.

Some larger dailies of the country are now setting an example of genuine conservation in the use of print paper by restricting their pages to a certain maximum average daily, something they might have done a year ago and thereby kept the print paper market steady now, but their human nature did not permit. The daily crow over so many inches and columns of advertising more than their competitors, with odious comparisons, has resulted in its logical sequence —

bulging of space with lower prices for the service rendered. Sunday papers with most insipid features are still on the market, however, and the average reader pays ten cents on Sunday for stuff for more than half of which he has no use or need. Let the restrictions go on, not only in cities but in the country also, until the paper barons find themselves with a surplus product to dispose of, and then prices will speedily readjust themselves.

If it were left to us to pick out one single and effective remedy for the waste of print paper in this land of ours, we would hand to Congress a postal regulation bill requiring that all newspapers or periodicals mailed at the second-class postage rate be paid for, cash in advance, and tell Congress to pass it. There is no question but that the cash-in-advance subscription policy is the best for all newspapers, yet it is not the one generally adopted, for the reason that it entails extra costs in the subscription department to maintain the list and keep it growing. A credit policy gives much more time for obtaining renewals, and with most of the smaller papers, especially, the policy is one of expediency. Competition makes many publishers afraid to enforce this cash-in-advance policy, their fear being a loss of expired subscriptions which their competitors may get. Others are maintaining a large list of doubtful subscribers for no other reason than to count them once a year. Neither of these excuses is good enough to warrant the extravagance and misuse of the mails. A postal bill that would require cash in advance for all subscriptions and stopping of papers within one month after subscription has expired would be a profitable thing for all concerned. But it requires government action to make such a cash-in-advance policy really effective.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

Renville Star Farmer, Renville, Minnesota.—Your paper is an especially fine one, all features of its production being handled in a thoroughly satisfactory manner.

F. E. Woodward, Sidney, Montana.—Advertisements, as a rule, are excellent in display and arrangement. *The Herald* is nicely made up, too, and contains a sufficient amount of interesting news matter for any small-town paper. Presswork is good.

Renville County Journal, Olivia, Minnesota.—Presswork is very good indeed. The advertisements are simply and effectively arranged in a style that is conceded to be the best from an advertising standpoint. The make up is interesting and pleasing throughout. As a matter of fact the paper is good in all respects, including the editor's work thereon.

The Courier-Index, Marianna, Arkansas.—Admirable in all respects, the particularly strong features of this paper are the advertisements and presswork. We have not seen more effective advertisements in a local paper for several months. This is largely due to the fact that but a few choice points are emphasized—and these are brought out effectively.

The Waseca Journal-Radical, Waseka, Minnesota.—The large holiday edition of your paper is an excellent one, particularly noticeable among the good features being the clean presswork. The advertisements are excellent in all respects. We have no suggestions to make for the improvement of your paper. Two pages are shown herewith.

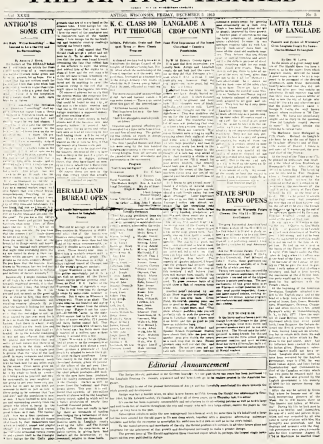
O. E. Gaylord, Idaho Falls, Idaho.—The two-page advertisement for the Three Rules Stores, set entirely on the linotype and with a Ludlow typograph, is a forceful, well balanced display which merits high praise. We consider that all the headings should have been set in the regular Cheltenham Bold instead of in regular, condensed and extended, changes from one shape to another being made to make every heading fit the space accurately.

A Special New Year Edition of the Halifax, Nova Scotia, *Chronicle* has been received by the editor of this department. It is a wonderfully fine paper, well filled with interesting special matter in addition to the regular news matter, which is contained in the first section. The large number of advertisements are simply and effectively, therefore sensibly, displayed. Presswork is exceptionally good. The edition comprised fifty-six eight-column pages.

The Hartsburg Enterprise, Hartsburg, Illinois.—The clean first page which you maintain is commendable. The only suggestion we have to make for its improvement is that you use larger news headings over the longer stories. The heads in the editions sent us are so little larger than the body matter as to be quite inconspicuous, whereas a head line to adequately serve its purpose must be prominent. Presswork is satisfactory, and the advertisements are well arranged and displayed, and very pleasing throughout.

The St. Maurice Valley Chronicle, Three Rivers, Quebec.—We can compliment you especially on the clean presswork which characterizes your paper. The almost consistent use of one style of border—litho rules, a good choice—is another strong point in its favor. The harmony in type selection is not so apparent, many of the advertisements containing various styles, shapes and tones of type, which, combined so closely, make the effect inharmonious and unattractive. Often, also, too many lines are emphasized, which means that they nullify the effect of each other by confusing readers.

Leo G. Smrcina, Clark, South Dakota.—The advertisement for the "Annual White Sale" of The Quality Store is very neat. The large prices in bold face are stronger than necessary for the sake of emphasis, considering the lightness of tone of the remainder of the display, and they make the effect of the whole less inviting to the eye. The larger advertisement, "January White Sale," for the same store, is not nearly so effective. There is entirely


TWO SECTIONS—Section I

THE ANTIGO HERALD

ANTIGO'S SOME CITY

K. C. CLASS 100 PUT THROUGH

LANGLADE A CROP COUNTY

LAITA TELLS OF LANGLADE

HERALD LAND BUREAU OPEN

STATE SPUD EXPO OPENS

Editorial Announcement

Interesting and well balanced first page of the Antigo (Wis.) *Herald*. Headings are of an excellent style for small-town newspaper, being large enough without being too large, and carrying sufficient interest without telling the whole story.

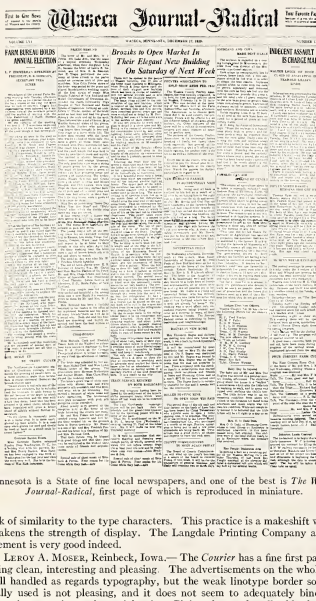
too much display of approximately uniform size. The important lines should be larger, and the less important display smaller, in order that the catch lines will stand a better chance of really catching the eye.

El Centro Progress, El Centro, California.—You can feel very proud indeed of the "San Diego & Arizona Edition" of your paper. Gotten out in magazine style and printed on smooth paper, it is exceptionally well printed throughout. The large number of half-tones are beautifully printed, and the advertisements, although probably not so attractive as if fewer and more refined styles of type had been used, are effectively arranged and displayed and must have proved effective publicity. The edition is a wonderfully effective advertisement for the far-famed Imperial Valley, which we "Easterners" have already heard much about. Our compliments, before we forget it, on the excellence of the editorial matter.

John England, Wittenberg, Wisconsin.—The clean first page of the *Enterprise* is commendable. It only lacks in spice, which could easily be supplied by some interesting headings, larger in size than the few small ones used, and conveying more of the important points of the stories over which they are placed. Presswork is of a very good grade, and advertisements are effectively arranged and displayed. If plain rules of four point size were consistently used as borders, the appearance of the paper would be improved because of the better harmony and uniformity which would result. Some advertisements lose in effectiveness and appearance through the use of too many different styles, shapes and tones of type, between which there is no harmony.

The Antigo Herald, Antigo, Wisconsin.—Outside the fact that the rule borders around several of the advertisements are needlessly heavy and

therefore detract in a measure from the type inside, the copy of your paper sent us is exceptionally well gotten up. The first page is especially commendable, the interesting headings being responsible in no small measure for its excellence. It is reproduced. Presswork is good. In one or two instances we note that hyphens and colons are used at the end of a display line, evidently with the intention of lengthening it. While the points referred to do fill out the space they do not adequately lengthen the line, owing to their


Waseca Journal-Radical

FARM BUREAU HOLDS ANNUAL ELECTION

Broods to Open Market In Their Elegant New Building On Saturday of Next Week

IMMANENT ASSAULT IS CHARGE MADE

Minnesota is a State of fine local newspapers, and one of the best is *The Waseca Journal-Radical*, first page of which is reproduced in miniature.

ack of similarity to the type characters. This practice is a makeshift which weakens the strength of display. The Langdale Printing Company advertisement is very good indeed.

LEROY A. MOSER, Reinbeck, Iowa.—The *Courier* has a fine first page, it being clean, interesting and pleasing. The advertisements on the whole are well handled as regards typography, but the weak linotype border so generally used is not pleasing, and it does not seem to adequately bind the advertisements into substantial units. Plain rules are by all odds the best borders, and we suggest that you secure a liner, so that you can cast them on the machine the same as you do the decorative border used. Four point rules are the best weight for general use in a paper, being strong enough for most advertisements—on pages and half-pages they may be doubled up—and yet not too strong for the smaller displays. The use of plain rules throughout gives a uniform appearance that is very desirable.

Wyoming Post-Herald, Wyoming, Illinois.—First of all let us state that the strong points in your paper are the news matter and the printing. While the make up of the first page of the issue of December 17 is interesting in general, and absolutely satisfactory, it would be better if there were subordinate decks in the large headings to make them less blunt and in order that more of the important points of the stories could be given in them. While we can say the display and arrangement of many of the advertisements, probably most of them, are in every sense satisfactory, an outstanding fault is the employment of several types, shapes and tones of type in single advertisements. Other advertisements are weakened through the use of too many display lines. Overdisplay is as bad as, if not worse than, no display, for too much emphasis has a tendency to confuse a reader by forcing too many points on his attention at the same time.

Carlton County Vidette, Carlton, Minnesota.—No better evidence that Carlton is a good town could be provided than the *Vidette*. This is true not only because of the excellence of the paper but because of the amount of advertising carried. The impression one would get from the paper is that Carlton is a town of 1,200 or 1,500 inhabitants, whereas as a matter of fact it numbers just 600. Such a paper is worth much to a community, more than one imagines. While not perfect mechanically, it is in every sense up to the standard of the best of small-town papers we receive. The headings in the lower part of the first page, small machine set type, could very well be larger, in which case they would make the paper more interesting looking, although, as a matter of fact, the good sized heads at the tops of columns keep it a long way from seeming dull. Advertisements are well displayed and arranged in good taste, and presswork, though a little pale, is readable and clean.

Canby News, Canby, Minnesota.—Generally speaking, your paper is excellent; the faults are of a minor nature, easily corrected. The practice of running an index to advertisements, headed "Buyers' Guide," on the first page is a good one and should assist materially in popularizing the paper with the advertisers, while providing a convenience for the readers who may want to find a particular advertisement quickly. The placing of advertisements on the pages is in excellent taste. Control the tendency to make the display lines at the bottom of an advertisement larger in size, and bolder, than those at the top. The strongest display in an advertisement should be at or near the top, not only in order that balance may be stable and pleasing, but also in order to direct the eye of the reader to the point where it is desired that he should begin reading. An overprominent line at the bottom of an advertisement may serve to draw the eye away from important matter at the top, while making the general effect displeasing. Large masses of type should not be set in capital letters, for the reason that capitals are difficult to read. As a rule, however, your advertisements are quite effective, and strong in display.

P. B. BLAKE, Nezperce, Idaho.—*The Herald* is, in general, an excellent small-town paper. The first page is delightfully neat and clean, and is commendable for those reasons, although it would be more interesting in appearance if there were some larger headings thereon, especially at the tops of columns. Several items which appear on the page of the issue in


Around Our Town

Books for Children

STUCKY'S Drug Store

HERTER'S

THE CHRISTMAS STORE

High School Lyceum Course

Local news page of Waseca (Minn.) *Journal-Radical*, showing nice number of personal items, and pyramid make up of advertisements.

question, that of February 19, are of sufficient importance to warrant stronger emphasis. The display and arrangement of the advertisements are very good, the only faults to be found with them being in the selection of materials. The wide variety of type styles is a handicap, although we must say that the combinations, even where several styles are utilized in the same advertisement, are not nearly so bad as is usual when such is the condition. The decorative borders used in several instances are not of a pleasing variety, and some are so forceful in themselves as to detract from the type. We note with pleasure that on most of the pages of this issue the advertisements are grouped in the lower right-hand corner, in accordance with the approved pyramid style of make up. Of the public sale advertisements which appeared in several papers we consider that your own is the best.

MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Spacebands Drop Off Rail.

An Illinois operator writes that frequently a spaceband will fall when delivered to the box by the spaceband lever pawl. He watched closely to see how it acted, but was unable to detect anything wrong while it was falling. Wants to know if some adjustment is at fault.

Answer.— It is hardly possible that any adjustment is at fault. You should send away pi lines, and watch return of the bands to the box, noting their action in this latter movement. In this way you will be likely to have a recurrence of the trouble, and will be able then to determine the remedy. At the present, anything you would do to correct the trouble would be more or less experimental or guess work.

Fumes From Metal Pot.

A Canadian operator writes: "Tell me if there are fumes from a linotype pot (electric) and if they are injurious. The reason I am asking this question is that my employer claims a pot run by electricity causes no fumes, and will not listen to my request for a vent over the pot. I may state that I am remelting the shavings, and type that comes from the foundries, including the dirt and black lead."

Answer.— If you are alarmed over metal fumes from either electric or gas it is needless, as the metal does not reach a temperature where it vaporizes. There are no fumes from an electric pot, so your employer is correct in this respect. You may see smoke arise from any pot, but that is from the burning of dirt or other foreign matter. With a gas pot, the fumes of spent gas are the only disagreeable features.

Chart for Telephone Directory Work.

An operator writes to the effect that he expects shortly to work on a telephone directory in which a business supplement will appear, having the exchange appear in front of the name. He desires to know how he will secure the line up on one slug. As he did not give the exchanges we are unable to give him an example to work by.

Answer.— Where the length of the name varies in the exchange it gives an irregular unit, and in such a case a tabulator is helpful. Where one is not available, you may make a chart of the names of exchanges, and have the extra spaces that may be used between the exchange name and number run in the unused channels, such as the asterisk and exclamation point. Suppose, for example, you have exchanges named by colors, Red, Blue, White, Black, Yellow. Set up each exchange name, and with a micrometer measure the space occupied by the word. Yellow will be the maximum, so that it will appear without space between it and the number. In this way you may establish your fixed unit to work from. Find by measuring each name, and then secure the corresponding spacing material to make the unit equal to the measurement of the longest word. In this case we have Yellow as the longest word. When this is done you may then tabulate the result and mark your chart for the benefit of the operator. The chart may read like this: Red, 2 m, 1 thin, 1 hair; Blue, 1 m, 1 fig., 1 thin, 1 hair; White, 1 n, 1 thin, etc. The chart would be attached to the assembler glass for the convenience of the operator setting the work. For your benefit, we will state that special spaces are cut which are universal as to font distinguisher, and are cut to run in any channel you desire. In this manner a perfectly aligned unit will be secured without cutting the slug.

Do You Keep Your Mold in Good Order?

The operator who neglects the mold, either front, back or inside, will eventually fall heir to trouble due to this neglect. The following advice regarding the mold and its wipers should be heeded: Examine daily the back of the mold to see if the back wiper is keeping metal from adhering. If gobs of metal remain attached to mold around the mold cell they will eventually result in trouble. The knife may become leaded, and if not it will cause some wear thereon, which will cause an increase in height of the slug. Look after back mold wiper, and see that the felt or felts do not become badly glazed, for in this condition they do not function properly. For the back mold wiper, rub in oil and graphite; for the front one, benzine and graphite. Examine front wiper, and replace if only slightly worn. Before putting on new ones, wet with benzine, and dip in graphite so that the felt absorbs a quantity of the powder. This serves the purpose of polishing face of mold. Oil on front wiper is not advisable. Occasionally when both liners are out, pass a sharp piece of brass rule into the mold, and scrape the scale of metal that may be attached. This will permit a closer union between mold parts and liners, and to some extent will eliminate fins found on ends of slugs.

How to Adjust Plate on Stopping Pawl.

An Indiana operator writes that he found the plate on stopping pawl loose, and after tightening the screw that holds it to the pawl he finds it necessary to draw out on the starting and stopping lever for every line he sends away. Wants to know what the trouble is and how to make the cams start automatically as they did before he discovered the loose plate.

Answer.— The procedure you may follow will be: (1) Push back the starting and stopping lever, and then send away the line delivery slide; (2) observe the distance the stopping pawl has yet to go to clear stop lever; (3) back the cams a trifle, and loosen the screw that holds the plate to the stopping pawl, then turn out on the screw that is between the plate and pawl, give it at least one complete revolution; now tighten the screw that holds the plate to the pawl, and then turn the cams until the pawl comes to the upper stop lever. Observe how much clearance, if any, between pawl and edge of upper stop lever. Continue adjusting the plate until a bare clearance is obtained, and then securely tighten the screw on the plate.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Inhaling Bronze Powder.

A Missouri printer writes: "Could you advise me whether or not bronze powder is a poison? I use it in printing, and I notice it makes more or less dust, and some small sores come on my body, itch a while and disappear. I laid it to the gold dust. Would dispense with the use of it if it is a poison to the skin."

Answer.— The inhalation of any metallic substance is a danger to health, but we do not believe the bronze powder is the cause of the sores you refer to. When bronzing, use a respirator over your mouth and nostrils, and the danger is lessened to a great extent. You can secure a respirator at a drug store.

Surface of Rollers Is Not Smooth.

A Canadian printer situated distant from rollermakers buys his composition, and after making his small press rollers finds they are not very smooth. He greases his molds with castor oil, and pours the composition down alongside the roller stock. He wishes advice.

Answer.— It may be possible that you used too much castor oil. Perhaps the molds were not hot enough when composition was poured. It is advisable to heat the molds, and when pouring the composition do so where no draft of cool air is blowing, as this condition will chill the composition and cause air holes. Another method is to place a cork in the base of the roller mold where the roller stock is ordinarily inserted. Fill the mold with composition, then insert the stock down through the liquid composition; the lower end of the stock will push out the cork and take its place in the mold base. Around the upper end place the centering piece. This method of pouring small rollers usually gives a solid roller free from pinholes.

What Is a Biscuit Overlay?

A Michigan pressman writes: "Would you kindly tell me how to make the so called biscuit overlays that are used on half-tones? I want to find out what material is used, etc. Also please tell me how the emery dust overlays are made. What do you have to use to make the emery dust stick on the paper?"

Answer.— Possibly the wheat flour overlay is what you refer to as biscuit overlay. A pressman who used this method of making overlays furnished the following procedure: (1) Half-tones are leveled up and washed out clean. (2) Ink up press with an ink that does not spread too much in printing, not a thin ink. Double roll the form, and pull impression on top sheet. This sheet should be a smooth manila. (3) Double roll again and feed in a sheet of French or onion skin folio. This impression will have an offset on the back which will carry just about as much ink as the face print on sheet. (4) Shake some wheat flour on both sides of the sheet. (5) After impressions are fully covered with the flour, shake gently and remove surplus amount, and feed through press again with a sheet over and under. This impression fixes the flour firmly to the paper. Make three or four of these for each plate. They can then be attached to the tympan and will furnish the required relief effect. Some pressmen bake the overlays, hence the term biscuit. The emery powder does not adhere so well as flour, and it requires a fixative to hold it to the sheet. This liquid is sprayed over the sheet holding the powder. The fixative is usually a gum dissolved in alcohol or benzine.

Printing and Embossing at One Operation.

John B. King, Indianapolis, Indiana, sends a specimen of printing and embossing done in one operation. The letterpress consists of eight lines of type in two groups. These are separated by about eight picas. In this white space appears an embossed seal of the United Brotherhood of Carpenters and Joiners. Considering that the work is done both neatly and effectively by one impression, it is worthy of note. The letter reads as follows: "The enclosed sample is not submitted to show you a fine specimen of workmanship, as it was a hurry up job and the hurry was the cause of a new idea, at least new to me and possibly to a few others. The run was ten thousand. The form was locked up to run sideways as it had to be printed on a 10 by 15, with Miller feeder, the embossing die being locked up with the type. Small strips of medium weight strawboard were glued to the roller tracks opposite the embossing die, causing the form rollers to lift in this particular spot, but they did not interfere with inking up the type. This cut the run from twenty thousand to ten thousand. By the same process we later printed book covers on stock that had to be scored, thus cutting the presswork and the spoilage one-half. The same method could be employed on various jobs, such as keeping the ink off a perforating rule, etc."

Printing on Sheet Zinc.

A specimen of thin sheet zinc was submitted and the question of printing thereon was asked.

Answer.— This piece of metal may be readily printed from a form that is made ready, provided a heavy body of ink is used. To pull an impression from a form that was not evened up would be more or less destructive to type or electros, if such were used. If a half-tone is used to print from, it should be leveled up before a proofing on the zinc, and it should be printed by using a hard tympan. The same condition applies to any other form. The very best job black should be used, with rollers in prime condition. Of course, the quantity of ink used must be gaged to a nicety, as there will be a squashing out of the surplus. If the zinc is at all greasy it should be cleaned off with wood alcohol or other solvent. The foregoing applies principally to the proofing, which is slow work. If a big run is contemplated from a type form, the printer will find it more economical to have a hard rubber stamp made of the type form. He can then print with greater speed and may use a cheaper ink. In the printing of the metal, the sheets should stand on edge after printing and should not be piled, for obvious reasons. There is still another way. He may procure a hand offset press, and work of the finest character can be done. But this is not printing, it is lithography.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Frank Kane in Bermuda.

Frank K. Kane, president of The Kane Press, Incorporated, New York, recently left for a vacation of several weeks in Bermuda. Members of the police reserves of the twenty-third precinct, New York, in which Mr. Kane holds the rank of captain, commanding, assembled at the dock to wish him "bon voyage" and to present him with a traveler's basket.

Fred Webster Now President of Gardner Paper Company.

The Gardner Paper Company, Holyoke, Massachusetts, announces the election of Fred Webster as president, effective February 20, 1920. Associated with the American Writing Paper Company for over twelve years, as manager of sales promotion, Mr. Webster was in a unique position to watch trade developments and to sense the present day needs of the trade. With his wide experience, he brings to the Gardner company assets which will doubtless place it in a dominant position and assure its success.

Weston Paper Company Change.

Philip Weston, of Pittsfield, Massachusetts, was elected president of the Byron Weston Company, of Dalton, at the annual meeting of the directors, succeeding his older brother, Franklin Weston, who had held the office since 1898.

Philip Weston, who has been treasurer since 1911, is succeeded in this office by his younger brother, Donald M. Weston. John Barker, of Pittsfield, was chosen clerk. The above officers, with Franklin Weston, constitute the directors. Franklin Weston practically has retired from the company, with which he has been identified continuously since 1887.

Du Bois Press Increases Equipment.

The Du Bois Press, of Rochester, New York, has purchased and is now operating the color printing plant of the Process Color Printing Company, formerly known as the Christy Color-Printing-Engraving, Inc., 283 St. Paul street, Rochester. The business will be operated at the old address until such time as a suitable location is secured for housing the two plants together, efforts now being made to find larger quarters. This gives the Du Bois Press a plant of ten cylinders, together with complete hand and machine composition departments, platen presses and bindery.

The company will continue as heretofore—specializing as catalogue builders and process color printers, on which lines its reputation has been made.

Raymond C. Williams With Central Ohio Paper Company.

Raymond C. Williams has recently resigned as manager of the Central States Envelope Company, of Indianapolis, to become assistant to O. A. Miller, president of the Central Ohio Paper Company, with offices at Columbus. Mr. Williams was formerly identified with the United States Envelope Company, in Worcester, Cincinnati and Indianapolis, and enjoys a large acquaintance with the paper trade throughout the country.

Treatise on Printing Inks—Special Notice.

THE INLAND PRINTER is pleased to note the interest being shown in the treatise on "Printing Inks: Their History, Composition and Manufacture," which was run in serial form in this journal. Several requests have lately come to the office of The Inland Printer Company asking for copies of the monograph which was announced on page 733 of our March issue. The publication of the reprint is entirely in the hands of Sinclair & Valentine Company, 506-511 West One Hundred and Twenty-Ninth street, New York city, to whom all inquiries should be directed.

Printing Exhibition, 1920.

The American Institute of Graphic Arts announces an exhibition of printing to be held at the galleries of the National Arts Club in Gramercy Park, New York, from May 5 to June 1, 1920. The purpose of this exhibition, as told in a folder recently received by THE INLAND PRINTER, is "to assemble a representative collection of contemporary American printing definitely indicating the standards attained by the printing art in this country." An important feature of the exhibition will be a section devoted to the history of the printing art. This will be in charge of Henry L. Bullen, librarian of the Typographic Library and Museum, Jersey City, New Jersey, and editor of "Collectanea Typographica," a regular department in THE INLAND PRINTER.

Full particulars and information for exhibitors may be had by writing to Exhibit Committee, American Institute of Graphic Arts, 119 East 19th street, New York city.

Bundscho Adds to Staff.

Herbert A. Knight, who has been connected with production departments of several of the largest advertising agencies in Chicago, has recently joined the organization of J. M. Bundscho, advertising typographer, 58 East Washington street, Chicago, to serve in a consulting capacity with Mr. Bundscho's clients.

National Editorial Trip.

Following the annual convention of the National Editorial Association, at Boston, June 6, the party will depart by special steamship for Yarmouth, Nova Scotia. Sunday will be spent on the ship, and on Monday the editors will be the guests of the city of Yarmouth. Monday evening the party will leave on a special train for a trip through eastern Canada. Stops will be made at Grand Pre, made famous by Longfellow; St. John, Quebec, Montreal, Ottawa, Niagara Falls, Hamilton, and other points of interest. Full particulars and a complete program of the convention may be had by writing to H. C. Hotaling, Executive and Field Secretary, 705 Commerce Building, St. Paul, Minnesota.

Ink Specimens.

Two interesting specimen books have been received by THE INLAND PRINTER from the Eagle Printing Ink Company, 83-87 Grand street, New York city, and are worthy of notice by printers, advertisers, and all others interested in inks.

"Process Ink Specimens" is the title of one of the books. The complete line of process inks manufactured by the Eagle people is shown. A notable feature on each page, in addition to the half-tone subject, is five sections of a half-tone plate, showing the appearance of the ink ranging from high lights to solids. The book should prove a great help in solving the problems of process printing.

The other book, produced by the Bartlett-Orr Press, New York city, is an attractive presentation of some of the black, colored and process inks made by the Eagle Printing Ink Company. A variety of subjects are shown, the illustrations or type pages in each instance being chosen to show the ink to the best advantage. The specimens have all been printed under regular production conditions, and the results are only what may be obtained by any good printer using average equipment and practical papers.

Copies of these books will undoubtedly be furnished to those interested.

A New School of Printing.

A School of Printing has recently been established at South Dakota State College of Agriculture and Mechanical Arts, at Brookings, South Dakota, to teach composition, linotype, cylinder and platen presswork. A competent corps of teachers has



Seth Thornton.

been employed, and a complete equipment is being installed. This new department of the college was endorsed by the editors of the State at their association meeting in February, and is being given wide publicity through the papers of the State.

Seth Thornton, a student of the printing trade, and for many years traveling salesman for Barnhart Brothers & Spindler in Minnesota, Iowa, North and South Dakota, and Montana, is the superintendent of the new school.

"All-Steel" Expansion Roller Trucks for Platen Presses.

The Bradley-Dionne Manufacturing Company, Fostoria, Ohio, has recently introduced an expansion roller truck for platen presses, and according to the manufacturers it is meeting with success. A notable feature of the new truck is the absence of any rubber or other quick wearing parts. Some of the claims for the "All-Steel" expansion roller truck are: It prevents scoring and cutting of rules; saves time of routing slugs on linotype forms; enables the pressman to run the most difficult rule job and follow it with the most particular half-tone job; and eliminates the need of pressboard on the runs, friction tapes on the trucks, or other attachments. As a special inducement the manufacturers offer to send a set of six roller trucks on ten days' trial.

New York Printing Executives at Dinner.

The New York Club of Printing House Craftsmen held a "Past Officers Night" on March 18, at which some of the former presidents gave some jolly reminiscences of the early days. Among the speakers were: John Morrison, the first president; Floyd E. Wilder, James Hatton, Hiram Sherwood, Walter Carroll and W. S. Huson. Henry Kanegsberg, the new president, presided.

This New York club, the first organization of its kind in which printing house executives could meet and discuss their problems, was gratified to find that the idea has been taken up in all the prosperous cities of the country, resulting in an international organization of printing house craftsmen, which will hold a convention in Washington, D. C., toward the end of August.

The serious note at the meeting was the paper situation and how to overcome it. A committee was appointed to study the paper problem.

March Meeting of the Chicago Club of Printing House Craftsmen.

The regular monthly meeting of the Chicago Club of Printing House Craftsmen was held Tuesday evening, March 16. Following the dinner and business session, R. O. Vandercook, inventor of the Vandercook composing room cylinder, gave a talk on "Causes and Effects of Static Electricity." Mr. Vandercook claims to be a pioneer on the subject of static electricity as applied to pressrooms, and, to support his claim, read an extract from an article which he wrote for THE INLAND PRINTER twenty years ago. D. H. Speidel followed with a demonstration of the Chapman Electric Neutralizer.

W. N. Gaines demonstrated the Blatchford patent base. A sixteen-page form was made up in less than fifteen minutes, and "stunts" of intricate make up, exclusive with the Blatchford base, were shown.

A surprise number, a speech by Charles H. Burrows, representing the Chicago Boosters' Publicity Club, was given near the end of the evening's activities. Mr. Burrows introduced the four-year campaign to boost Chicago, which is just being launched.

The fourth annual banquet will be held Saturday, April 17. An effort is being made to secure Governor Edwards of New Jersey, and E. T. Meredith, Secretary of Agriculture, as speakers for the evening. The regular April meeting will be held on the Tuesday following the banquet.

New President for A. A. C. of W.

Reuben H. Donnelley, president of the Reuben H. Donnelley Corporation, Chicago, publishers of directories, has been elected president of the Associated Advertising Clubs of the World by unanimous vote of the executive committee, to succeed E. T. Meredith, who resigned shortly after being appointed Secretary of Agriculture.

Mr. Donnelley, who has been interested and active in the work of the Associated Advertising Clubs for several years, has served on the executive committee, and was one of the vice-presidents of the organization, having been elected at New Orleans last September. He is vice-president of the firm of R. R. Donnelley & Sons Company, of Chicago, and is a member of the Chicago Advertising Club.

Mr. Donnelley, whose name is known throughout the United States, has accepted the office of president of the advertising association at a personal sacrifice, since his health does not warrant an increase in his duties.

Fell Company Executives Have Interesting Meeting.

The sales and production executives of the Wm. F. Fell Company, of Philadelphia, held their regular monthly meeting Monday evening, March 15. William F. Fell presided and gave an interesting talk on his recent visit to southern California and other points of interest en route.

Dr. Louis Lehrfeld, of the Philadelphia Department of Public Health, was a guest, and entained by reciting extracts from letters that reach the office of the health department, some humorous and others pathetic, but all indicative of a great amount of ignorance of personal hygiene on the part of persons in various walks of life.

The set program for these monthly meetings scheduled this to be an evening devoted to the intricacies of delivering printing in acceptable form to particular buyers of the better kind of printing. This subject was presented by James Landherr, of the Fell company, and he was followed by A. E. Hallowell, of a local bindery firm.

The results of these meetings, which have been held monthly since last October, will be generalized and gathered into a constructive program at the meeting of April 17.

A Self Feeding Brush.

A device which will undoubtedly prove an efficient aid in printing plants is the Van Dyke fountain brush, sold by the Van Dyke Sales Company, Maritime building, Seattle, Washington. The manufacturers



say that in no sense is the brush a novelty, but that it is a practical utility, and is being used by printers because it saves time and gasoline, is very handy, and does good work.

All metal parts are brass, the brush tips are renewable, so that the handle container can be used indefinitely. To fill the brush it is only necessary to unscrew the handle portion of the apparatus, which is a hollow container, and pour into it the gasoline or other cleaning fluid. Then screw on the head, and the brush is ready for use. To feed, press brush against a solid surface, which will release sufficient liquid from the container into the brush for use. The brush automatically goes back into normal position and closes the feed valve.

The manufacturers have prepared a folder giving testimonials from concerns which have tested the brush.

R. A. Wood Company Sells.

The R. A. Wood Company, Lowell, Massachusetts, has sold its entire business, including equipment and stock, to the United States Cartridge Company, also of Lowell, Massachusetts. This latter company, with its able organization and extensive facilities, will operate the plant and handle the same class of paper specialties as in the past.

"Dollars and Sense for Printers."

In a circular, "Dollars and Sense for Printers," issued by the Printers' Utilities Company, 208 West Kinzie street, Chicago, Illinois, are described several platen press appliances now being introduced to the printing trade. Chief among the devices is the "Gideon Automatic Register," which is simple in construction and easily attached to a Gordon press. Other attachments include the "Gideon Gripper," which obviates the use of strings and rubber bands, the "Gideon Skeleton Gripper," "Gideon Gripper Perforator," the "Gideon Vibrator," auxiliary rider rollers, tongue guide quads, and an aluminum type high gage, which the manufacturers claim will not scratch plates or type. Printers will doubtless find it to their advantage to investigate these products.

Printing Ink Plant Will Cost $500,000.

From the "Business Section" of the *Public Ledger* we learn that about $500,000 will be invested at Swartz, Louisiana, an industrial suburb of Monroe, for a manufacturing plant to be established by J. M. Huber & Co., of New York. The plant will occupy a site on the Missouri Pacific Railway, and its ultimate capacity will be five million pounds of printing and lithographing inks, varnishes and dry colors. This will be the second Huber plant in the South, the other being located at Dola, West Virginia.

The principal Huber factory is at Brooklyn, New York. The various buildings at Swartz will include structures for gasoline works, two large warehouses, a garage and nine dwellings. Construction and machinery contracts have been awarded with a view of having the plant completed and producing by May 15.

A New Pressroom Specialty.

Every pressman knows what dirty, slow and wasteful work it is to fill an ink fountain with a bucket and paddle. Smearing up a press, soiling the clothing, wasting of time and ink, and all the little annoyances of the old method are common in all printing plants. The Lencke Ink Pumps have been evolved to overcome these objectionable features, and they are said to be popular among pressmen, and are filling a long-felt want.

The pumps, which are attached to the ink barrel, will force ink through a hose thirty feet long, so that any fountain can be reached with the hose. The manufacturers claim that a fountain holding one hundred pounds of ink can be filled in five minutes without soiling clothing or hands. The pump is manufactured in two models, No. 1 and No. 2. Printers who are interested should write to the manufacturers, Henry Lencke Estate, 815 Franklin street, Reading, Pennsylvania.

LeRoy A. Carroll.

LeRoy A. Carroll is an addition to the Sinclair & Valentine forces in Chicago. He did his bit in France, and knows the printing ink business from the manufacturing side. His father, John J. Carroll, a master pressman, is known to thousands of printers in the United States as the sales manager for the Sinclair & Valentine Company.

"Walden's A B C Pocket Guide for 1920."

The thirty-third annual edition of "Walden's A B C Pocket Guide" has recently made its appearance. The book contains five hundred pages, and for easy reference is divided into three distinct lists: (1) paper distributors in the United States and Canada, with personnel of each company and kinds of paper handled by each house; (2) paper mills in the United States and Canada, with names of officers or owners of each concern, kinds of paper made at each mill, etc.; and (3) manufacturers and converters of paper, classified according to grades made.

The book is bound in cloth. Published by Walden, Sons & Mott, Incorporated, 41 Park Row, New York city.

"Chicago Paper Directory and Price List."

P. A. Howard, publisher of the *Ben Franklin Monthly*, has favored THE INLAND PRINTER with a copy of the first edition of the "Ben Franklin Chicago Paper Directory and Price List." This booklet of one hundred pages contains alphabetical lists with current prices of bonds, flats, ledgers, cover, book, blotting, document manilas and miscellaneous thin papers, together with the names of the Chicago dealers of each brand listed in the directory. In view of the ever changing conditions in the paper market, the prices as quoted are little more than comparative. It is planned to publish the directory quarterly. Printers located in Chicago and surrounding territory should not be without this handy booklet. It is a valuable work, and may be had by addressing

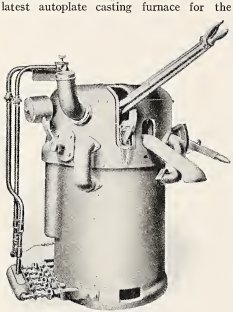


Members and Guests of the New York Printers' Supply Salesmen's Guild at Dinner and Entertainment Held on March 4 at Hotel McAlpin.

the Ben Franklin Publishing Company, 508 South Dearborn street, Chicago, Illinois.

A New Stereotype Furnace.

An announcement of more than ordinary interest to our readers has been received by THE INLAND PRINTER. The Monometer Manufacturing Company, of Birmingham, England, has lately put on the market its latest autoplate casting furnace for the



The Monometer Stereotype Furnace.

casting of stereotype plates for newspapers. This machine is made in capacities of from one to ten tons, and is placed on a patented turntable, whereby three or more casting boxes can be placed around the furnace and the furnace instantly swung around to each casting box, making it possible for three or more plates to be cast almost simultaneously. Each plate can be cast by one movement of the lever, and the rams are made to cast any size of plates. The advantages of this type, as claimed by the manufacturers, are as follows:

The metal is drawn from the bottom of the furnace, therefore there is no dross or grit or any foreign matter on the plates. This insures a clean cut printing face.

The furnace is enclosed, and is fitted with the Monometer patent oxidation arms, whereby the inner gases from below are brought over the top of the metal, thus avoiding any oxidation.

The furnace is also constructed with the Monometer self acting heat controller, which controls the metal at any given temperature.

To Standardize Process Colors.

In line with the general trend of standardization, a movement is now on to standardize process colors for three and four color printing, and a committee has been organized for the purpose of carrying this work through to completion. A meeting of the committee was called at New York on Wednesday, March 24. Preliminary to the departure of the Chicago member of the printers' section of the committee, F. D. Montgomery, of the Manz Engraving Company, a meeting of representatives of engraving and color houses in Chicago was called at the University Club on March 15 to discuss the subject, the following being present: F. D. Montgomery and Christen Olsen, of the Manz Engraving Company; H. W. Case, of Sears, Roebuck & Co.; B. E. Sive, of the American Colortype Company; Frank Daly, of Wells & Co.; H. E. Rice, of R. R. Donnelley & Sons Company; H. B. Dilkes, of the Peerless Engraving Company; Herman Jacobi, of the Regensteiner Colortype Company; Louis Flader, commissioner of the American Photoengravers' Association, representing the Barnes-Crosby Company; R. D. Morgan, of Magill-Weinsheimer Company; Gustaf Olson, of Max Lau Colortype Company; E. C. Andrews and W. S. Ruxton, of Philip Ruxton, Incorporated.

The meeting was presided over by E. C. Andrews, and the entire subject was given careful consideration with the result that a committee was appointed, with H. W. Case as chairman, to make recommendations as to the standards which Mr. Montgomery was to submit to the New York meeting. Thus Mr. Montgomery left for New York with a thorough knowledge of the ideas and wishes of those engaged in the business in his home city.

A report of the committee's decisions and recommendations is not available at the time these forms are being closed, but will be given in our next issue. The movement will be watched with interest.

"Hendricks' Commercial Register of the United States for Buyers and Sellers for 1920."

The twenty-eighth annual edition of "Hendricks' Commercial Register of the United States for Buyers and Sellers for 1920" has just been issued. It is published by the S. E. Hendricks Company, 2 West 13th street, New York. The most noticeable feature of the book is the new method of exterior indexing by coloring the front edge red, white and blue to indicate the different main sections of the book.

The first is blue, on which are stamped the words "Trades Index." This is a section of 162 pages, in which every product listed in the book is indexed and cross indexed for ready reference. The red section is the main classified trades list. It contains 1,813 pages, listing over eighteen thousand different products. The third section of the book, indicated by the white edges, contains 216 pages, listing the trade names under which products are manufactured, with the names and addresses of the manufacturers. The second blue section is the alphabetical section of 487 pages, containing all the names in the book in one alphabetical list, with addresses and their main line of business. This is followed by the index to advertisers of twenty pages, containing a full list of branch and foreign offices following each name. The whole book makes a volume of 2,703 pages.

Notes From School of Journalism of the University of Missouri.

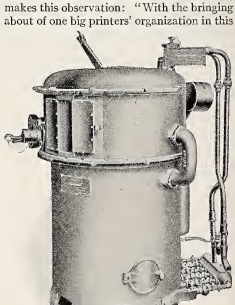
Two events of more than ordinary interest are expected to attract visitors to the eleventh annual Journalism Week to be held at the School of Journalism of the University of Missouri from May 3 to 7 this year. One will be the dedication of Jay H. Neff Hall, the new $75,000 home given to the School of Journalism by Ward A. Neff, of Chicago, and the other is the Made-in-the-Philippines Banquet which will be tendered the visiting newspaper men and women by the Philippine Government.

The new journalism building is a memorial to the donor's father, Jay H. Neff, well known as an agricultural editor and organizer of the Corn Belt Farm Dailies. It will be the first building in the United States to be used exclusively as a newspaper plant and for instruction in newspaper work. For the publication of the *Evening Missourian*, a daily paper issued by the students of the School of Journalism, a modern plant is being installed at an approximate cost of $30,000. The building will also contain a stereotyping department and classrooms for use in connection with the educational work of the school.

Two New York Organizations Join Forces.

The amalgamation of the Master Printers' Association and the Employing Printers' Association, both of New York city, is now an accomplished fact. The name hereafter will be the New York Employing Printers' Association, headquarters being in the National Association building, 25 West Forty-Third street. The first meeting of the new organization was held on March 22.

In commenting on the consolidation, *The Master Printers' Bulletin*, official organ of the New York Master Printers' Association, makes this observation: "With the bringing about of one big printers' organization in this



Another View of the Monometer Stereotype Furnace.

city, we are at last about to put the printing industry where it should stand among its fellow crafts. The possibilities are tremendous. The guaranteeing of the individual member's credit, the compilation of accurate statistics to combat any unwise legislation, and the power of the one big organization to make our demands for a hearing and consideration respected, facing labor troubles with a solid front—these are only a few of the possible results of this coming together."

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY, 632 SHERMAN STREET, CHICAGO.

VOL. 65. APRIL, 1920. No. 1

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago.

SUBSCRIPTION RATES.

One year, $4.00; six months, $2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for $1.00. Under all other headings, price is 50 cents per line; minimum, $1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

PRINTING PLANT in profitable operation for sale; annual business average $50,000 with unlimited opportunity for growth; all shop can do without solicitation or quoting price; operated under U. T. A. cost system; located in one of the healthiest and fastest growing cities of the Middle South coast States; good schools, 40,000 population; machinery all practically new and modern; owner has other business requiring his entire time; it will take at least $25,000 cash to swing the deal. A 87.

FOR SALE — An old established daily newspaper, high standard, doing a nice volume of business, located in central Pennsylvania in a county seat of 12,000 to 15,000 population, situated in a rich agricultural and manufacturing community; well equipped plant with job department; can be purchased on reasonable terms; reason for selling — present owners unable to devote entire time to business. For particulars address A 90.

WANTED — One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

WANTED — Complete printing plant and job office, linotypes and composing-room equipment particularly desired; give itemized list, how long used and cash price. LOCK BOX 784, Indianapolis, Ind.

FOR SALE — Good established job-printing office in Indiana county seat; price $3,500. A 954.

FOR SALE.

FOR SALE — One 5/0 Miehle press, special 68-inch; one No. 3 Miehle press, 46-inch; one Babcock press 43 by 60; one Babcock press 39 by 55; one John Thomson Laureate press 14 by 22; one monotype caster, L. D.; one Lanston monotype caster, single M; one Lanston keyboard, D. D.; one Lanston keyboard, single; one Dexter No. 121, 40 by 54 quad folding machine with Dexter pile feeder; one No. 91 Dexter jobber; one Dexter No. 290 catalogue folder with all attachments; one Dexter No. 290 catalogue folder with Cross continuous feeder; one Dexter No. 90 jobbing folder; one Seybold 38-inch double head die cutter; two 30-inch roller pebbling machine with following rollers: 3 skytogen, 1 top and 2 bottom, 2 canvas, top and bottom, 2 linen, top and bottom, 2 pebble, top and bottom, 3 straight line, top and bottom, 2 moire, top and bottom; one 14-inch Seybold book compressor; one 12-inch Sheridan covering machine; 5 Latham wire stitchers; two No. 5 Universal stitchers with direct connected individual motors; one 44 by 62 Chambers D/16 with King pile feeder; one No. 103 Dexter D/16, 36 by 49 with Dexter pile feeder; one Dexter letter folder; one 12 by 16 Marresford tipping machine; Brown D/16 — D/32, 46 by 70 folding machine, practically new. GEO. R. SWART & CO., Marbridge bldg., 34th & Broadway, New York city.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one Kidder 12 by 26 inch two-color printing, cutting and creasing press; two two-color 6 by 6 inch New Era presses; one high-speed Meisel ticket rotary, size 10 by 15 inches. GIBBS-BROWER CO., 261 Broadway, New York City. Tel. Barclay 8020.

MACHINERY FOR SALE, ready for immediate delivery — We have the following machines to dispose of to make room for new equipment which will arrive shortly: a Seybold upright gas-heated embosser 32 by 43 inches, in first-class condition, price $2,500; a Fuchs & Lang Century press, 41 by 64 inches, price $400; a Fuchs & Lang 24 by 30 inches not geared lithograph hand transfer press, price $65; a Sterling Southworth Bros. foot power corner cutter, price $35; all F. O. B. San Francisco. SCHMIDT LITHOGRAPH COMPANY, Second & Bryant Sts., San Francisco, Cal.

FOR SALE — New, overhauled and used printing, newspaper and folding box machinery; Christianson automatic stitcher, Anderson one and two fold folders, Burton and National rotary perforators, proof presses, cylinders in all sizes, outfits; brokers for complete plants or machinery. We buy good machinery for cash. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

Megill's Patent
SPRING TONGUE GAUGE PINS



QUICK ON
Send for booklet this and other styles.

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES



VISE GRIP
Send for booklet this and other styles.

FOR SALE — Goss semi-rotary printing press, prints 8-page 7-column newspaper from flatbed using 46-inch rolls; produces 3,000 complete papers, folded, in one hour; can be seen in operation; a splendid buy. THE WILLIAM FEATHER COMPANY, Caxton Bldg., Cleveland, Ohio.

FOR SALE — Two 10 by 15 Golding platen presses, equipped with individual motors and variable speed controller; all in A-1 condition. CLARK PRINTING & MFG. CO., Lock Haven, Pa.

FOR SALE — John Thomson Colt's Armory press, style No. 2, size 13 by 19 inches, in first-class running order; price $600 F. O. B. Richmond, Va. BROWN PRINT SHOP, Richmond, Va.

REBUILT, ready for delivery, 26 by 32 Optimus, 35 by 50 Campbell, Monotype composing and keyboard, several Colt's Armory and Chandler & Price. GEORGE SEDGWICK, Rochester, N. Y.

FOR SALE — Single-beam ruling machine in good condition; also board shears, paging machine, large wire-stitching machine; cheap for quick sale. GURNEY BROS., Cleveland, Ohio.

BOOKBINDERS' MACHINERY — New Model National book-sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal St., Chicago.

FOR SALE — Back numbers INLAND PRINTER in complete years or single numbers. List your wants with the LEWIS BOOK CO., 115-117 S. Spring St., Los Angeles, California.

FOR SALE — Babcock Pony drum cylinder, regular, table distribution, good condition. For further particulars write BUSH & MORGAN, Ironton, Ohio.

CLEVELAND FOLDER for sale, complete with motor; little used; size for 26 by 38 sheet. MYSELL-ROLLINS CO., 32 Clay st., San Francisco, Cal.

FOR SALE — G-2 graphotype, 110 volt motor, No. 4 dies; in excellent condition and practically new; price very reasonable. A 78.

FOR SALE — One Hickok feint-line ruling machine with one beam, 38 inches between rails, and with a 36-inch cloth. A 88.

FOR SALE — Babcock Optimus 43, sheet 26 by 40, first-class condition; bargain. BOSTON INDEX CARD CO., Boston, Mass.

FOR SALE — Autopress in prime condition. THE COLLIER PRINTING CO., Wooster, Ohio.

PRINTING PRESS, COTTRELL, 45 by 62, two-revolution; price $1,200. BOX 157, Xenia, Ohio.

HELP WANTED.

Artist.

ARTIST — Fast growing agency in fastest growing part of the country needs an experienced artist at once; pleasant working conditions; good future; send samples of work, state age and salary to start. MID-CONTINENT ADVERTISING AGENCY, Dallas, Texas.

Bindery.

WANTED — Foreman for bindery who can do ruling, forwarding and finishing; good salary and permanent position for capable party. A 83.

Composing Room.

APPRENTICE COMPOSITOR — We have an opening, with a good future, in our private printing plant and advertising department, for a really ambitious young man; 48-hour week, pleasant city of 8,000; our product is nationally known, and being sold only to printers, our advertising must be neat and attractive; give age, general experience, references, wages wanted to start and when you could come. CHALLENGE MACHINERY CO., Grand Haven, Mich.

LINOTYPE OPERATORS — If you are an all-around good union operator, I can place you in a steady job in New York at high wages. State fully experience, speed and accuracy. F. MALLON, Box 65, Madison Square Postoffice, New York.

WANTED — Swedish-American all-round job printer who can handle platen press work; also Swedish-American linotype machinist operator; none but first-class apply; union, good wages. TURLOCK DAILY JOURNAL, Turlock, Calif.

WANTED — Linotype machinist operator, private plant southern Minnesota; 53 hours; Saturday half-holiday in June, July, August and September; furnish references and state salary wanted. A 77.

WANTED — Monotype machinist; 4-machine trade plant; must be an A-1 typecaster and able to produce the best; $45 to start; open shop. FREEMAN BROS., Central bldg., Seattle, Wash.

WANTED — First-class monotype keyboard operator, union; wages $40. Apply to BURD & FLETCHER PRINTING CO., Kansas City, Mo.

WANTED — First-class job printer; union shop. DISPATCH PRINTING & ENGRAVING CO., 31 N. Park row, Erie, Pa.

COMPOSITOR WANTED for general run of job work; steady position. THREE RIVERS PRESS, Three Rivers, Michigan.

WANTED — Job printer (small work); steady, union; bonus. LAKESIDE PRINTING CO., Racine, Wis.

Lithographers.

WANTED: LITHOGRAPHERS — One offset pressman and two transferers; for bank and commercial work; steady position the year round and good wages for competent men; open shop, non-union men preferred. THORNTON-LEVEY CO., Indianapolis, Ind.

Managers and Superintendents.

WANTED — Energetic man, not over 40, in capacity of factory production manager, one familiar with costs and production schedules, for long-established progressive house manufacturing printed paper specialties; location: eastern Pennsylvania. Give full particulars as to experience, etc.; excellent opportunity for right man. A 75.

WANTED — Manager job-printing plant operated in connection with a daily newspaper; city of 25,000 Middle West; $50,000 business last year; good opportunity for capable young man who is ambitious to grow. A 89.

Miscellaneous.

A LARGE CHICAGO FIRM has permanent positions for any good compositors, cylinder pressmen or web pressmen at wages above the ordinary for non-union men; state in confidence your experience and qualifications. A 866.

Pressroom.

PRESSMAN — We have an opening, with a good future, in our private printing plant and advertising department for an ambitious combination Gordon and Pony pressman; excellent chance to learn testing and erecting of presses and other printing machinery; 48-hour week; pleasant city of 8,000; state age, whether married or single, general experience, references, wages wanted to start and when you could come. CHALLENGE MACHINERY CO., Grand Haven, Mich.

FOREMAN WANTED — A shop with two Miller units, three other platens and a Miehle cylinder wants a foreman who can get results; must be a pusher and a fellow who will take an interest in his work; scale is $45 for 48 hours; will pay over scale to the right man but he must be the right man; easy to get along with us if you know your business; Western town and a fine place to live. A 79.

MAN WANTED who understands hot and cold embossing, and who can handle a Seybold die embossing machine for work on labels; an A-1 man wanted for steady employment. KIMBALL-STORER COMPANY, 500 S. 4th st., Minneapolis, Minn.

WANTED — Practical man, young, to be understudy and assistant to superintendent; must be well educated; knowledge of color process printing desirable. THE KEMPER-THOMAS COMPANY, Cincinnati, Ohio.

WANTED — Pressman capable of handling ordinary run of work; 53 hours, Saturday half-holiday in June, July, August and September; southern Minnesota; furnish references and state salary wanted. A 80.

WANTED — A pressman for jobbers and cylinder in small open-shop plant in Colorado; give experience, references and salary wanted. A 86.

Salesmen.

SALESMAN, PRINTING — Capable of handling big work; good proposition to a man with initiative and ability to get results. MEMPHIS LINOTYPE PRINTING CO., Memphis, Tenn.

INSTRUCTION.

LINOTYPE INSTRUCTION — 15 Mergenthalers; day course, eight weeks, $100; 12 years of constant improvement; every advantage; thorough mechanical instruction. Call, write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133 East 16th st., New York city.

SITUATIONS WANTED.

Bindery.

BINDERY FOREMAN with thorough business experience, good executive and mechanical ability, wants position with a good printing house. A 950.

PROCESS WORK —*and Electrotyping*

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, $0.72, Post-free. Specimen Copy, Post-free, $0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by **A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.**

Composing Room.

COMPOSING-ROOM FOREMAN or assistant superintendent; 14 years successful executive, non-union, employed in large Eastern plant; would change; married. A 47.

Managers and Superintendents.

A TYPOGRAPHIC DIRECTOR, at present producing advertising for some of the largest national advertisers, well versed in all forms of printed salesmanship, seeks position with advertising agency in need of his services; salary $5,000 a year. A 81.

MECHANICAL SUPERINTENDENT — Am looking for a change; thoroughly experienced in handling mechanical end of large concerns; let me know what you have to offer. BOX 385, Mitchell, S. D.

PHOTOENGRAVING superintendent manager, thoroughly experienced with all classes of work, competent to direct entire production. A 48.

Pressroom.

PRESSROOM FOREMAN, reliable, union, having had charge of large pressrooms for 18 years; pressroom of 20 or more cylinder presses desired. A 82.

SITUATION WANTED by a good first-class cylinder pressman; capable of taking charge of medium-sized office; union. A 2.

Proofroom.

SITUATION WANTED by experienced woman proofreader willing to leave the high wage New York district and live a little more slowly on less wages; any section but South; would like Canada; newspaper, book or general work; four years in present place; union. A 85.

PROOFREADER, desiring to change before May first, wants position with job and catalogue house; possesses skill and initiative; well recommended by live concerns. A 901.

WANTED TO PURCHASE.

WANTED — Secondhand Kidder or New Era roll-feed bed-and-platen presses of any size or type, with or without special attachments; also Kidder one or two color roll-product rotary wrapping-paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

WANTED — One Smythe cloth cutting machine; one John Thomson Laureate press; two Colt's Armory Model 6 C presses; must be in best of condition and price reasonable. J. B. GRAY, either 351 W. Chicago av., Chicago, or care Hotel Belmont, New York city.

GOING JOB OFFICE wanted in central or western New York State; must be doing a good business; in a town of 5,000 up to large city size; manufacturing town preferred; no objection to small shop if working to capacity. A. W. CHAMBERLAIN, Hudson. Ohio.

WE WANT equipment for electrotyping plant; will buy for cash any part not a duplicate of machinery already acquired; if you have whole or part of a modern electrotyping plant which you care to dispose of, write giving full particulars. A 84.

WANTED TO BUY a modern standard make book trimmer, either new or secondhand; must be in good condition and guaranteed. Address, giving lowest cash price, THE BILLBOARD PUBLISHING CO., 25-27 Opera place, Cincinnati, Ohio.

WANTED TO BUY secondhand Meisel and Kidder flat-bed roll presses; what have you to sell in any style of roll printing presses? Address with full particulars THE STANDARD REGISTER COMPANY, Dept. P., Dayton, Ohio, U. S. A.

WANT used gas linotype pots. If you have replaced any with electric pots and they are in good condition, you can turn them into money by addressing A 948.

WANTED — Pearl press, 5 by 8 or 7 by 11; in perfect condition; describe fully, state lowest cash price. THE HYGENOL CO., Minneapolis, Minn.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED — John Thomson printing presses and cutters and creasers, all sizes; give serial number and condition. A 91.

WANTED for cash Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED — Secondhand Harris automatic press to take plate 25½ by 36; state location, condition, price, etc. A 76.

WANTED — Job lots high-class Xmas greeting cards (without text). E. J. GARD, 3132 Clybourn av., Chicago, Ill.

WANTED — Meisel sales book press. State full particulars and best price in first letter. A 25.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plate, strong wording and complete "layout" — new design each month. Write today for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

BLOTTERS — LITHO HEADS, LANDSCAPES.
The HEANY-BRYSON Company, Inc., Pittsburgh, Pa.
Sample set 126 stock subjects, 81 postpaid.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Calendar Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black.

CABOT, GODFREY L.— See advertisement.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Half-Tone and Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Demagnetizers and Ink Dryers.

UTILITY HEATER CO., 220 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses.

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

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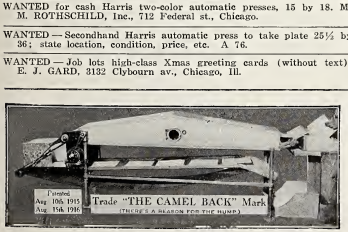
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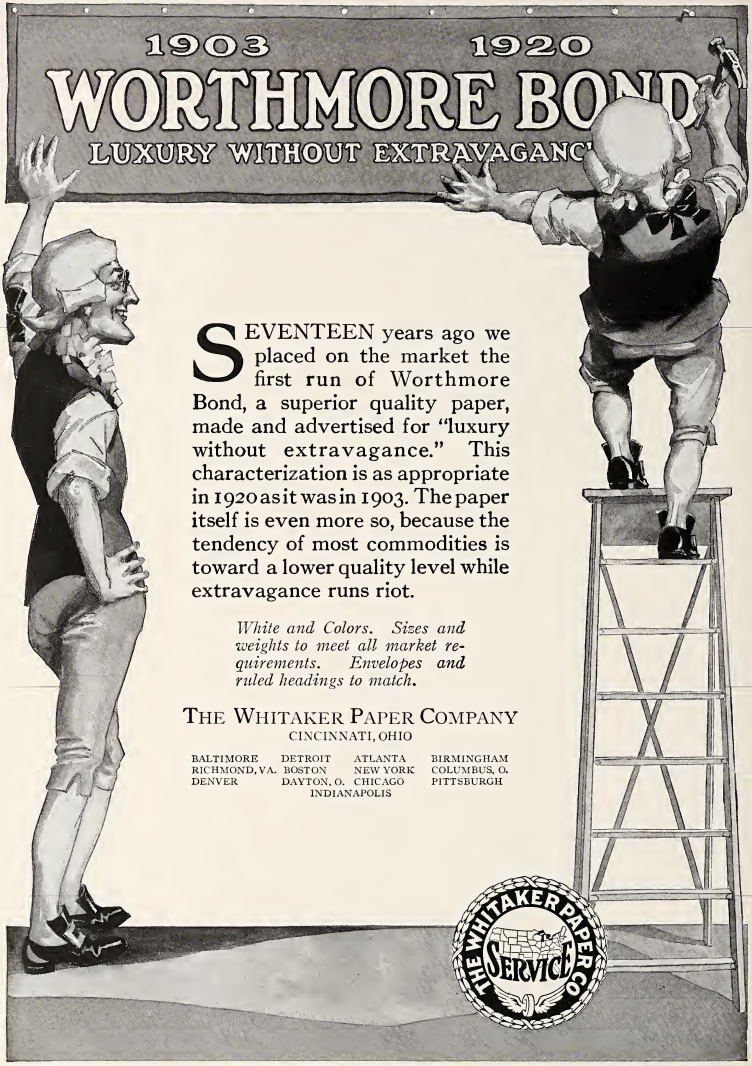
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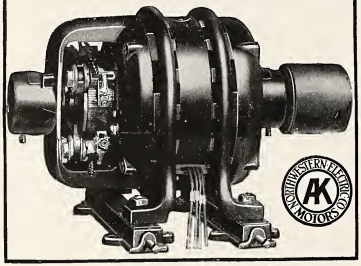
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119-121 N. Main St. St. Louis, Mo.

FOR SALE

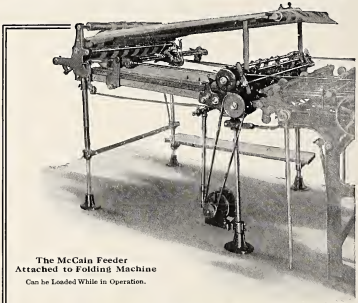
A Stokes & Smith
High Speed
Rotary Job Press

Will deliver 7,000 to 8,000 impressions per hour. Used very little, and in perfect condition. Offered for sale because we haven't work for it.

Price, $2300 f. o. b. Detroit

PARKE, DAVIS & CO.

743 Atwater Street
Detroit, Michigan



The McCain Feeder Attached to Folding Machine
Can be Loaded While in Operation.

Ask the Man Who Owns One

(With apologies to Packard.)

The proprietors of more than a hundred printing plants will tell you that

THE McCAIN Automatic Feeder

is a money-saver and a money-maker in their plants. They are using 140 McCain automatic feeders, which are daily increasing the output of their folding machines.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois



Process Colors—

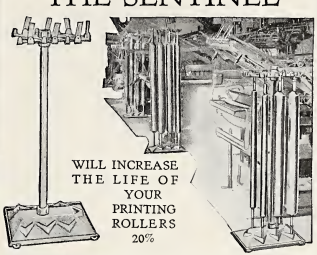
Careful Color Printers send us their progressive proofs and we select proper inks.

This service is yours for the asking. Try us.

American Printing Ink Co.

Office and Factory:
2314 to 2324 W. Kinzie St.
CHICAGO, ILLINOIS
Headquarters for Process Colors. Send us your Progressives.

THE SENTINEL



Holds 8 Rollers, locked in small space, but ready for instant removal.

It is of sturdy construction, weighing about 45 lbs. May be readily moved or permanently screwed to the floor. You can't do good printing without good rollers. You can't keep your rollers in the best condition without the Sentinel Rack. Price $10 each, with reduction in quantities.

Send for illustrated folder.

COWAN TRUCK COMPANY
22 Water Street, Holyoke, Mass.

Carey EZOLA TREADS AND MATS

—mean safety and efficiency



Ezola provides a good grip for the feet, it means no accidents from slipping. It provides a springy, restful standing place. It is water-proof, cold-proof, absorbs vibration, and is a non-conductor of and insulation against electricity.

Consequently it protects employer and workman against the consequences of much sickness, lost time, fatigue, and accident. Workers everywhere like it.

For particulars write

The Philip Carey Co.
516-536 Wayne Ave.
Lockland, Cincinnati, Ohio

THE LATHAM WAY

COMPLETE PLATE MOUNTING System for Book, Catalogue and Color Printing

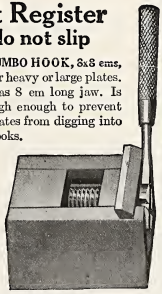


SIMPLICITY and DURABILITY — Three-Piece Register Hook

Hold Perfect Register
These hooks do not slip



JUMBO HOOK, 8x8 ems, for heavy or large plates. Has 8 em long jaw. Is high enough to prevent plates from digging into hooks.



8x8-em HOOK
No springs or gears. Rigid and interchangeable to accommodate the smallest margins. Has 6 ems travel and cannot work loose.
Result: Perfect Register.

Write for Illustrated Catalogue

LATHAM AUTOMATIC REGISTERING CO.
Main Office, 608 S. Dearborn St., Chicago, Ill.
New York Office, 45 Lafayette Street

Did you see this page in **The Literary Digest?**

Watch for it also in the April issues of System, Outlook, Review of Reviews, World's Work, Printer's Ink, etc.



Craftsmanship expressed by PAPER

PAPER can say *Craftsmanship.*

Snuff-colored STRATHMORE BANNOCKBURN COVER PAPER says *Craftsmanship* unmistakably—something in its texture suggests things hammered, wrought and made by hand.

Other Strathmore Papers say other things —*Daintiness*, for instance, or **Strength**, the Orient or DIGNITY, Luxuriousness or **Antiquity** —depending upon the particular combination of paper texture, color and weight.

This expressive power of Strathmore Papers is difficult to describe in words—yet you are instantly aware of it at sight of the papers.

Send for our "*Expressive Advertising*" demonstration—a series of folders that make the expressiveness of paper, type, illustrations and color easy to understand and apply to your own advertising and printing problem.

STRATHMORE PAPER COMPANY
Mittineague, Mass., U. S. A.

Strathmore Expressive Papers

Highlight Covers

Stimulate interest in your booklet message by distinctive cover effects.

Highlight stock is medium in price and admirably adapted to all cover work. It folds and embosses well, is tough and durable, and offers a variety of rich colors in antique or ripple finish.

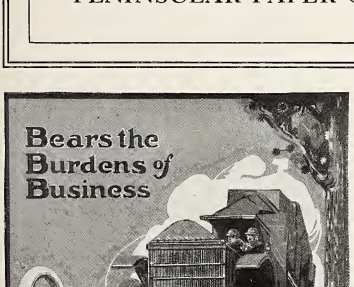
A high grade general use cover paper.

Gibraltar Covers

Where price and quality are equal considerations in choosing booklet covers, ask your printer to quote you on Gibraltar stock.

Made in Antique, Ripple, Crash or Handmade finishes and desirable colors, to meet the demand for a medium priced stock that will look well and stand up under repeated handling.

PENINSULAR PAPER COMPANY, YPSILANTI, MICHIGAN



Famous Byron Weston Products

- ☐ Byron Weston Record Paper . . . . Highest grade ledger
- ☐ Waverly Ledger Paper . . . . . Popular priced ledger
- ☐ Flexo Ledger Paper . . . . . Hinged for loose leaf
- ☐ Typocount Ledger Paper . . . . For machine bookkeeping
- ☐ Defiance Bond Paper High-grade documents and correspondence

BYRON WESTON COMPANY
DALTON, MASSACHUSETTS

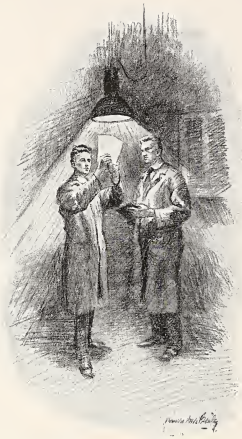
INDIAN BRAND GUMMED PAPER

INDIAN BRAND Gummed Paper is made especially for labels and stamps. The sheets are processed to make them lie flat and prevent curling.

INDIAN BRAND has a fine printing surface which takes the ink in clean, brilliant impressions. Packed in moisture-proof packages, Indian Brand reaches you in perfect condition.

Send for Samples.

Nashua Gummed & Coated Paper Co.
Nashua, N. H.



It used to be hard for a paper-maker to match samples for color after four o'clock in the afternoon. In the laboratory and mills of the American Writing Paper Company a special kind of electric lamp is used which reproduces daylight conditions. Scientific accuracy is the only basis of fair dealing in the paper trade.

Scientific Research and the "Square Deal" in the Paper Industry

WHEN you buy an electric lamp, a little label on the glass tells you the voltage the lamp requires. The lamp has been standardized and classified.

So it is also with a telephone, a kodak, a stick of dynamite, a pure drug.

Yet when a Printer buys a ream of paper, he has few facts given by the manufacturer to guide him. The weight is specified, and that is about all. Does it tear easily? Will ink "run" on its surface? Will it turn yellow in sunlight? Will it stand erasing? The Printer has been denied access to the *facts*.

Abolishing unfairness in the paper industry

The American Writing Paper Company has taken the lead in furnishing Printers with these facts by expanding its scientific research laboratory at a cost of $225,000. The main purpose of this laboratory is to set up standards that shall prevail in every process of manufacture, to inspect raw materials as well as



AMERICAN WRITING

EAGLE A PAPERS: BONDS — WRITINGS — LEDGERS — BOOK PAPERS — OFFSET

finished product, and to give to the Paper Merchant and the Printer *the facts about what they buy.*

A second, though no less important, purpose of the laboratory is to improve quality and to bring about economies that can be passed on to the trade and the consumer in better values.

Take the case of dirty wood-pulp. Dirty paper means poor quality. By examining wood-pulp for dirt the laboratory has saved as much as $300 on a carload of this raw material.

Alum. The American Writing's laboratory has made it possible to save $100,000 every year on this one item alone. And of course the less alum needed the better the paper.

Research of this sort is the one thing that can promote fair dealing in the paper industry. It is an old maxim that the buyer of goods must be on his guard. Yet without knowledge and information, the buyer is helpless under present conditions, because only the seller knows the exact qualities or value of the product.

Through its research laboratory, the American Writing Paper Company is throwing light into dark corners—is tearing down this time-worn maxim—"the buyer beware"—by educating the buyers in paper quality and characteristics, and assuming full responsibility for its own product.



How smooth is it? What is the finish? The Printer always asks these questions about a paper. But the eye and the sense of touch are not accurate, scientific gauges. In the laboratory of the American Writing Paper Company this scientific instrument is used to determine exactly the finish for a given purpose. Then it becomes possible to compare the paper produced in a mill with this standard adopted.

THE WATER MARK OF EXCELLENCE

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



Riverdale—13c*

The economy cover for large editions

MORE and more business men are using direct-by-mail advertising. They realize its increasing importance in any well-organized sales campaign.

This means that every year printers are turning out more catalogs, booklets, folders, broadsides.

More than ever they know the need of a distinctive cover stock at a modest price.

Eagle A Riverdale cover paper was made specifically to meet this need. Our sales force, our research department, our engineers, our paper makers, all combined to make it *a real cover paper at a low price.*

Eagle A Riverdale cover is unexcelled as a background for attractive cover plates for large editions.

Use Eagle A Riverdale cover paper for large edition catalogs, broadsides, pamphlets, booklets, price lists. Its moderate price, its good folding and printing qualities, its variety of finish and color have established its prestige. It is a trade-marked brand of recognized merit.

Let us supply you with sample sheets for proving cover plates and testing its quality. Write today for your supply.

Eagle A Riverdale Covers

SIZES

26 x 40—100
26 x 40—160
23 x 33—73
23 x 33—117

COLORS

Gold	Brown
Blue	Green
Fawn	Blue Granite
Steel Gray	Red

FINISH

Antique	in stock at mill
Ripple	to order from mill
Linen	" " "
Crash	" " " "
Hand Made	" " " "

*Suggested re-sale prices to the printer: under 500 lbs.—13½c lb.; over 500 lbs.—13c lb.



Eagle A line of Cover Papers

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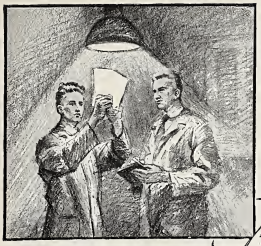
Herculean
Elite
Berkshire
Arven
Paradox
Standard
Riverdale

These grades carried in a wide range of standard sizes, weights, colors and finishes adaptable to every commercial need.

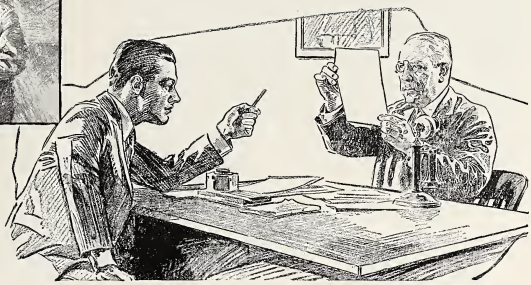
Prices and liberal samples for proving purposes supplied to printers on request.

AMERICAN WRITING PAPER COMPANY

EAGLE A COVER PAPERS



If a salesman knows the technical facts behind the manufacture of a paper, he can tell the buyer EXACTLY what can be expected of it. Above is shown one of the methods used in the American Writing's Research Laboratory to standardize quality and value. It is a special kind of electric light which reproduces daylight conditions and makes possible matching samples for color late in the afternoon or at night.



Chevron Bond—29½c*

A new paper made possible by large-scale production, basic costs, and scientific management

CHEVRON Bond is a new high-grade paper made in volume and marketed at a volume price—29½c in case lots. Large-scale production, basic costs, and scientific management make this new value possible.

Chevron Bond will lie flat on the press.

It is adapted to offset printing, as well as for letter-press printing.

The specifications of this new bond were settled upon by careful research in our laboratory. Small hand sheets were first made with experimental apparatus. When these sheets had been carefully tested, a quantity of the paper was made in the mill and the quality again thoroughly tested in the laboratory.

Specimens were then sent to scores of printers and lithographers to be tested *under conditions of actual use.*

Our own tests, therefore, combined with the experience of practical printers and lithographers, prove that Chevron Bond is *right.*

Our folder of Chevron Bond standard sizes contains samples of the 17 wasteless sizes and shapes into which Chevron Bond 17″x22″ or 22″x34″ cuts. This folder will aid you in serving your customers efficiently. If your copy of this folder has not yet reached you, write for it today.

*For prices west of the Mississippi River consult your dealer.

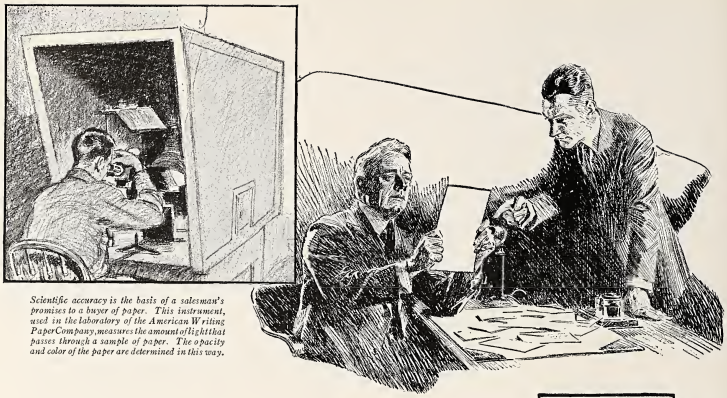
List of Eagle A Bond Papers

Coupon
Archive
Agawam
Government-Old Hempstead
Persian
Roman
Hickory
Contract
Rival
Japan
Spartan
Bankers
Indenture
Standard
Vendome
Debenture
Security Trust
Assurance
Victory
Airpost
CHEVRON
Gloria
Quality
Revenue
Derby
Acceptance
Norman
Option
Freedom

Bond D'Aigle
Shado-craft Papers

AMERICAN WRITING PAPER COMPANY

EAGLE A BONDS



Scientific accuracy is the basis of a salesman's promises to a buyer of paper. This instrument, used in the laboratory of the American Writing Paper Company, measures the amount of light that passes through a sample of paper. The opacity and color of the paper are determined in this way.

Airpost Bond—32¾c*

Laboratory experimentation, waste-saving methods of manufacture, and large-scale production make this value possible

AIRPOST BOND was *first made in our laboratory!*

Careful research determined what materials and processes to use. Then, under the control of our technical experts, small hand sheets were made. The processes were carefully observed, the sheets thoroughly tested. Causes of defects were eliminated, improved methods discovered. The paper was then made on a commercial scale but still under the observing eyes of our trained experts.

Finally, specimens were sent to many printers and lithographers and submitted to the *tests of actual use.*

Scientists, practical printers, and lithographers agree that Airpost is *right.*

The waste-saving methods of scientific manufacture and the economy of large-scale production permit us to offer Airpost Bond at a normal price to printers of 32¾ cents in case lots.

We have prepared a folder which contains the standard sizes into which Airpost Bond 22x34 may be cut without wastage. Your salesman will find this very useful. Send for it today.

*For prices west of the Mississippi River consult your dealer.



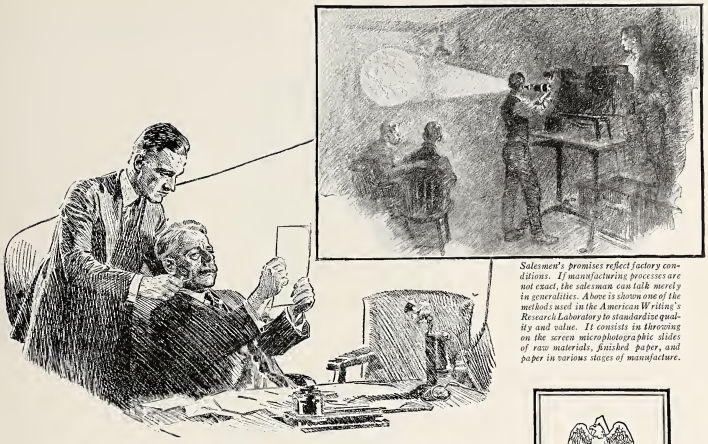
List of Eagle A Bond Papers

Coupon
Archive
Agawam
Government
Old Hempstead
Persian
Roman
Hickory
Contract
Rival
Japan
Spartan
Bankers
Indenture
Standard
Vendome
Debenture
Security Trust
Assurance
Victory
AIRPOST
Chevron
Gloria
Quality
Revenue
Derby
Acceptance
Norman
Option
Freedom

Bond D'Aigle
Shado-craft Papers

AMERICAN WRITING PAPER COMPANY

EAGLE A BONDS



Salesmen's promises reflect factory conditions. If manufacturing processes are not exact, the salesman can talk merely in generalities. Above is shown one of the methods used in the American Writing's Research Laboratory to standardize quality and value. It consists in throwing on the screen microphotographic slides of raw materials, finished paper, and paper in various stages of manufacture.

Acceptance Bond—27¼c*

WE determined to produce bond papers, as well as letter-press papers, which would be—

EXCELLENT in printing qualities
ADAPTED to offset printing
SOLD at medium price
COMPARABLE to papers costing more

Acceptance Bond is one of the papers which our experimentation developed. It is a bond paper, adapted to offset printing and letter-press, offered at a medium price.

Our waste-saving methods of manufacture and the economy of large-scale production permit us to offer it at the normal price to printers—27¼c in case lots. We recommend Acceptance Bond for business stationery, for circular letters describing higher grade merchandise and service, for office forms requiring much handling.

Acceptance Bond is stocked in white only, but will be supplied in color on order. It is supplied in sizes 17 x 22 and 22 x 34, the weights being respectively, 16, 20, 24, and 32, 40, 48.

Write today for our Acceptance Bond Standard Sizes Folder. Your salesmen will find it very useful.

*For prices west of the Mississippi River consult your dealer.

List of Eagle A Bond Papers

Coupon
Archive
Agawam
Government
Old Hempstead
Persian
Roman
Hickory
Contract
Rival
Japan
Spartan
Vendome
Bankers
Indenture
Standard
Debenture
Security Trust
Assurance
Victory
Airpost
Chevron
Gloria
Quality
Revenue
Derby
ACCEPTANCE
Norman
Option
Freedom

Bond D'Aigle
Shado-craft Papers

AMERICAN WRITING PAPER COMPANY

EAGLE A BONDS



The economic position of the paper merchant in the printing industry

Report No. 1 of series on the present-day relationship between Paper Merchant, Paper Mill, Printer * and Buyer

THE item of paper constitutes between 30% and 40% of the cost of the average printing job. Millions of dollars' worth of paper is sold to Printers annually through Paper Merchants.

Why is this vast volume of business conducted through Paper Merchants? Why doesn't paper go direct from the mills to the Printer? Can Paper Merchants render any service that individual mills cannot render?

It is the purpose of this series of talks to take up briefly these questions.

Does distribution through Paper Merchants really cost more?

Let us consider for a moment what would be the situation if there were no Paper Merchants, if paper went direct from the individual mill to the Printer.

Every mill making a limited number of products would have to create an elaborate distributing and selling force. The expense would have to be borne by a few products, the fewer the products the greater percentage of expense each would have to carry. Consequently no individual mill producing a small number of lines could sell direct without materially increasing the cost of each of its products.

On the other hand, the economic position of the Paper Merchant is sound largely because of the many products he carries. He can distribute the selling cost over a number of items, every one of which carries but a very small percentage of the entire

AMERICAN WRITING
EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET



The Paper Merchants of the country carry millions of dollars' worth of stock. No Printer need tie his money up in this way.

selling cost. Thus the Paper Merchant renders excellent service in giving the Printer a number of items from which to select—a service that would be impossible for an individual mill with a restricted line of products.

Packing and Shipping

Take the matter of packing, which, next to selling, is probably the largest expense in the cost of distribution. In selling to the Paper Merchants the mill sells in standard size cases. In selling small orders to the Printer, the individual mill cannot do this economically. Yet the Paper Merchant can reduce this selling expense to the retailer by packing a large number of small items together.

The same is true of transportation. The Paper Merchant can send a wagon-load of miscellaneous items to the Printer for but little more expense than the cost for an individual mill to send only one of the items.

A Suggestion to Printers

The conclusion is obvious. The Paper Merchant is the most economical distributor of paper.

To all Printers, the American Writing Paper Company makes the following recommendations:

Work *with* your Paper Merchant.

Do not place every order with a different firm.

Select your Paper Merchant on the basis of *service*, and then maintain a permanent business relationship with him.

The remaining articles in this series will appear monthly in this publication. Each one will take up the problem of the Paper Merchant from another angle.

*NOTE.—In general where the term "Printer" is used it refers not only to the commercial printer, but also to the offset printer, the lithographer, and the engraver.



PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Have You Seen
the New
"PAPER & INK"?

(With which is incorporated "Paper & Type")

for The Buyer of paper and printing and lithographing, but of vital interest to *everybody* who wants to see exemplification of progress in the printed product.

It is executed by a new Lithographic process that yields wonderful results, printing color work at high speed. Full of ACTUAL SAMPLES of various papers and inks, all of which are named. Sent out by parcel post.

An *absolutely unique* monthly magazine of a hundred pages, the sight of which will open your eyes. You should subscribe now. Until April first, $3 a year (any number of years may be covered thus)—after that, $5 a year.

FREE SERVICE TO PRINTERS: Our plan lets you print samples of your work for display herein, with paper and inks FURNISHED BY US. Write for particulars. This co-operation is without charge to you.

Advertising rate displacing former figures:
$75 a page; $45 half page;
$25 quarter page.

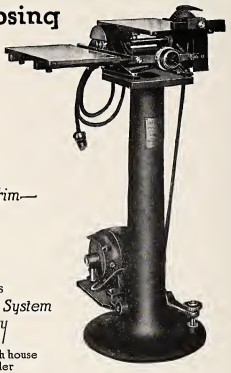
Address:

"PAPER & INK"

Frank O. Sullivan, Advertising Director

33 West 42nd Street, New York City

Perfection Saw and Trimmer for Composing Rooms



Model No. 2
$140
Model No. 3
$250

They Saw and Trim—

Linotype Slugs
Electrotypes
Stereotypes
Wood Furniture
Wood Reglet
Leads and Slugs

To Point System Accuracy

Write our nearest branch house for descriptive folder

Barnhart Brothers & Spindler

Makers of Superior Specialties for Printers

Chicago	Washington	Dallas	Saint Louis
Kansas City	Omaha	Saint Paul	Seattle

Superior Craftsman Wanted

PROGRESSIVE printing concern with own Service Department needs several high-class men to take care of increase in business. The organization of this company is exceptional and it offers attractive openings to men who can measure up to the ideals of its personnel.

We need a compositor who is accustomed to co-operating in producing layouts of an artistic nature for books, booklets, folders and other advertising literature—a craftsman who is an artist in his line.

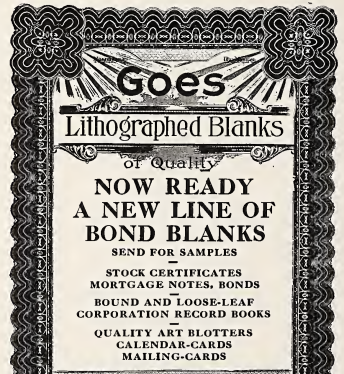
Cylinder and platen pressmen; these men must be masters of finest half-tone make-readies, and experts in colorwork. They should also be capable of taking charge of their departments, if necessary.

We need an artist of exceptional ability in producing ideas and making finished drawings. He will be able to take charge of the art planning department. This department, in co-operation with the copy department, must originate and produce exceptionally attractive covers, title pages or other advertising literature.

To these men we can offer positions which will be permanent and extremely profitable.

When you write, give full details as to experience, past connections and present location. All communications will be confidential.

Rochester Bureau of Printing
Glenny Building Rochester, New York



"Checks are money"

NATIONAL SAFETY PAPER

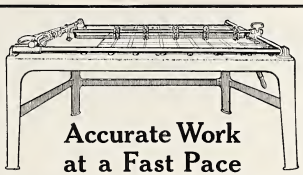
The logical choice

Just as coated paper is the logical choice for a fine half-tone job, so is National Safety Paper the logical paper for your customer's checks.

This safety paper protects every part of a check—amount, payee, date and endorsements—by exposing with a glaring white spot an alteration with acid, eraser or knife.

Write for our book
"The Protection of Checks"

George La Monte & Son
Founded 1871
61 Broadway New York



Accurate Work at a Fast Pace

Accuracy of form lineup is of paramount importance if you are to reduce labor costs in your pressroom. And if you can get this accuracy, combined with speedy production, you have an ideal condition.

The Hancock Perfecting Lineup Machine

will do more. It will give you this desirable condition and relieve your men for other work, because more forms can be lined up on the Hancock Perfecting Lineup Machine in an hour than can be lined up in a day by hand.

Keep your eyes and mind open.

OUR GUARANTEE

These machines are sold under our positive guarantee against imperfections in the material and workmanship. That they will line up strike sheets accurately and in less time than they can be lined up by hand.

If you can not get this machine through your dealer, order direct.

Hancock Perfecting Lineup Machine Co.
Lynn, Massachusetts

THE FUCHS & LANG MFG. CO.

FAITHFUL adherence to the principles of manufacturing Inks that are ground in the most careful and vigilant manner, the best varnishes and materials, and approved by competent ink-makers and chemists.

Our Ink business has been built upon these fundamentals—our prices based on a thorough cost system.

The
FUCHS & LANG MFG. CO.
119 West 40th Street
New York

120 West Illinois Street, Chicago
142 North Fourth Street, Philadelphia
Factories: Rutherford, N. J.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
TURNERS FALLS, MASS.
ESLEECK MFG. COMPANY

What do you look for—

When you buy thin paper for invoice blanks and other printed manifold forms, lists and records; or for copies of letters, reports, and other business papers?

Quality, Economy, or Service?

You will find them all—

HIGH QUALITY
TRUE ECONOMY
GOOD SERVICE
IN

Esleeck's Thin Papers

They are sold by leading jobbers.
Ask Dept. B for samples.

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

Start Your Presses on Time

Noe-Equl

The National Cleaner and Type Wash

Keeps the pores of rollers clean. Gives them more weather resistance, and does not allow them to harden.

Gives a clean, quick start on the day

Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio

Every Job Out on Time

This is only possible if your cutter knife is always sharp.

Keep an **"INSTANTO" PAPER-KNIFE SHARPENER**

handy and you'll not be delayed with a dull knife just when the rush job comes through. A few strokes over the dull knife and you are ready for a quick, clean job of cutting.

Price, $2 Postpaid. **Special Oilstones, 35c.** Cash with Order.

W. JACKSON & CO., Dept. A, 29 S. La Salle St., CHICAGO, ILL.



DAYTON AND OSWEGO

SEYBOLD

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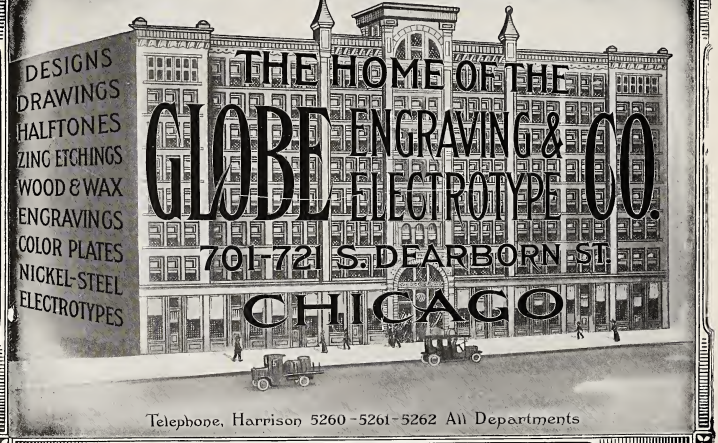
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Give the feeder such flexible and accurate control of speed that his *confidence* results in less waste of stock and less use of the throw-off.

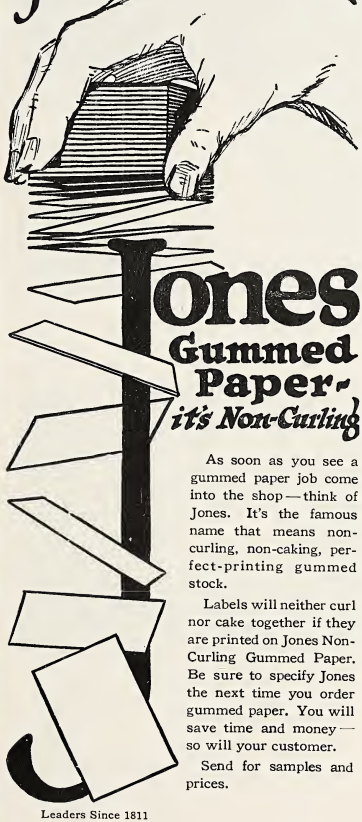
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C. H. DEXTER & SONS, Inc.

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The Destructive Planer

By H. P. S.

MANY years ago in my younger days in the printing business, an elderly workman said to me as I was industriously hammering a type form with planer and mallet, "Young man, do you know that more type is damaged on the stone than in the press?"

The remark made a lasting impression on my mind and I have since seen its truth proven on many occasions. I know of no detail of the job-printing business where so little judgment is shown by the average "all-around" printer as in planing down small forms. The excessive hammering of such forms seems to be a habit easily acquired.

The printer imposes a letter-sheet circular of straight matter, lays on his planer, which may or may not be smooth and clean, and bangs away with the mallet, with possibly no serious damage to the type.

His next form may be a script invitation or a form of widely spaced and light-faced letter. Upon this he goes through the same operation. Possibly he does realize that the two forms should not have precisely the same treatment, but he forgets or never knew the wide difference in effect of a similar blow on the two kinds of forms. The result is seen in broken kerns and battered hair lines.

I know from costly experience that this is a greater evil than it may at first thought appear, and I always dread to see a workman grasp his planer and mallet, with a light form before him—if I paid for the type.

The answer to the evil practice described by H. P. S. is a modern proof press with cylinder preserved at a uniform distance from the bed and always impressing the type with uniform pressure, such as the *Potter Proof Press* and the *Poco Proof Press*—machines which not only take better proof, but which pay for themselves in protecting type from the damage of mallet and planer.

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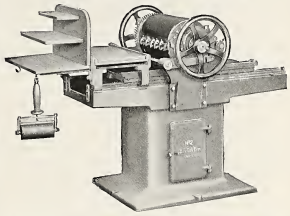
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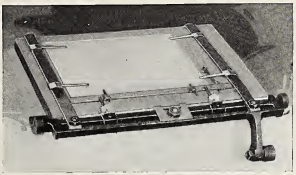
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Gideon Automatic Register

(For Job Printing Presses)



(Patent Applied for.)

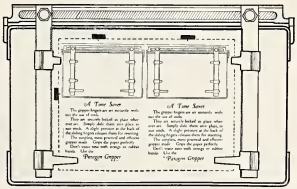
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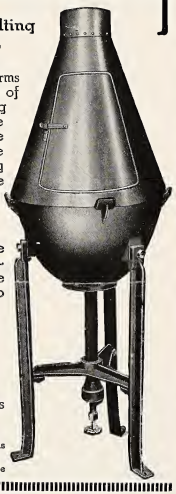
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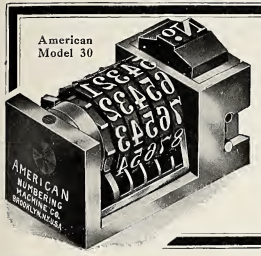
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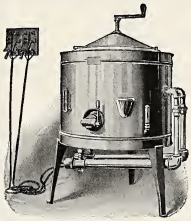
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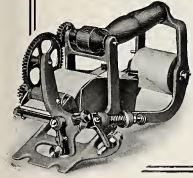
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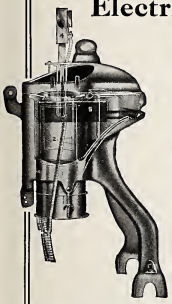
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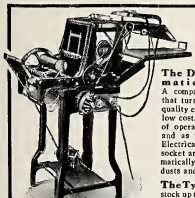
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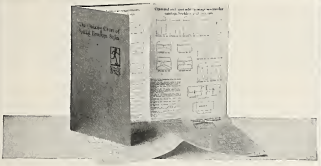
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No. 2

JOB 3 ON SkipWheels Skipping 3

No. 1
No. 2
No. 3

JOB 5 ON SkipWheels Skipping 5

No. 1
No. 2
No. 3
No. 4
No. 5

JOB 4 ON SkipWheels Skipping 4

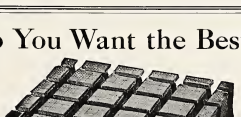
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1 set Trucks 8 x 12 press
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2 doz. extra Rubbers for each size—two years' supply.





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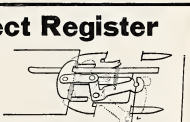
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5	3.38	44	29.79	25	.28
6	4.06	43	29.11	**30**	.33
7	4.73	42	28.43	35	.39
8	5.41	41	27.76	40	.45
9	6.09	**40**	27.08	**45**	.50
10	6.77	39	26.40	50	.56
11	7.44	38	25.72	55	.62
12	8.12	37	25.05	Hours	Overtime
13	8.80	36	24.37	¼	$0.25
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15	10.15	34	23.02	¾	.75
16	10.83	33	22.34	**1**	1.01
17	11.51	32	21.66	2	2.03
18	12.18	31	20.98	3	3.04
19	12.86	**30**	20.31	4	4.06
20	13.54	29	19.63	**5**	5.07
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SIX YEARS AGO the advertiser signed a contract for space with a sigh. He was gambling and he knew it.

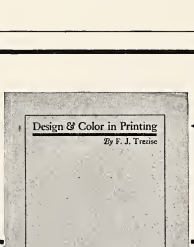
He suspected that often the dice were loaded and that he would not get the circulation for which he was paying.

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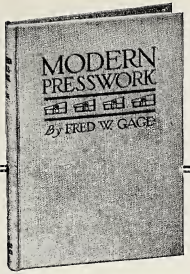
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Street .....

City ..... State .....

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Our papers are supplied in fine wedding stationery, visiting cards, and other specialties, by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

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Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Sample of our Tympan Paper sent on application.

The Cromwell Paper Co.

Department I. P. **Jasper Place** **Chicago, Ill., U.S.A.**

Trade  Mark

TYPOGRAPHY

LINOTYPE

MACHINE and MAN



MERE Machine may replace the mere labor of a man. It cannot do anything more. It cannot do a noble work. That is left to the Instrument which does not displace a man, but only liberates his energy, his ingenuity and his creative spirit. To free the human worker from everything that hampers his achievement of the best that is in him, is the true economy, for nothing in industry is so truly productive as is the human factor. It is the liberated, thinking, unharrassed human factor who produces quality, for quality can be won only by human care and skill. Cost-saving is wholly interlocked with Quality-maintenance. A cost-saving that reduces quality is an exchange of a good dollar for a counterfeit.



MERGENTHALER LINOTYPE COMPANY

New York, U. S. A.

SAN FRANCISCO
646 Sacramento St.

CHICAGO
1100 So. Wabash Ave.

NEW ORLEANS
549 Baronne St.

Canadian Linotype Limited, 68 Temperance Street, Toronto

This Advertisement, Including Border Ornaments, is Composed Entirely of LINOTYPE *Material with the Exception of the Initial*

VOLUME 65 MAY, 1920 NUMBER 2

The INLAND PRINTER

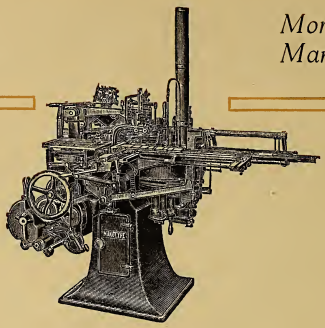
Smithsonian Institution
OCT 29 1920
National Museum

Leading Trade Journal of the World
in the Printing & Allied Industries

Forty Cents

Single Types
Prideful Work

More Patrons
Many Dollars



Monotype increases production without increasing the payroll—the increase is "all velvet"

Here is the proof

DOMINION PRESS, LIMITED
MONTREAL, QUEBEC

"Our composing room force, including Monotype operator (a combination man), is precisely the same as formerly; in other words, the cost of operating both keyboard and caster is fully offset by a corresponding reduction in Hand Composition—the extra output being *all velvet.*"

HENRY UPTON, *President*



THE KEYBOARD
—entirely separate from casting mechanism
—a positive *aid* to production

Ask us why!

LANSTON MONOTYPE MACHINE COMPANY
PHILADELPHIA
NEW YORK BOSTON
CHICAGO TORONTO
Monotype Company of California
SAN FRANCISCO

283

This advertisement set in Monotype Series No. 38, Border No. 251, and Monotype Rule



BIG VALUE · DEPENDABLE QUALITY

AMERICAN TRUST BOND
You Can Be Proud Of It

PRICE doesn't interest you until you see the paper—until you can examine its quality and judge its value. This we are anxious to have you do.

You'll find American Trust a fitting paper for business stationery—attractive, durable, easy to handle on the press. It's a rag sheet—made of rags of selected, uniform quality, in a mill that is especially equipped throughout for making fine writing paper.

The formula for American Trust Bond is standardized, and through nation-wide distribution we are enabled to maintain maximum uniformity in every detail; hence when you furnish American Trust to your customers you know beforehand that the paper quality will satisfy them.

Specimen sheets will tell the story. If you will simply express the willingness to give American Trust Bond consideration, we'll send samples—white and colors—so that you can answer for yourself this question: "Will I profit by furnishing American Trust Bond to my customers?"

Distributors of Butler Brands:

Standard Paper Company	Milwaukee, Wisconsin
Missouri-Interstate Paper Co.	Kansas City, Missouri
Mississippi Valley Paper Co.	St. Louis, Missouri
Southwestern Paper Co.	Dallas, Texas
Southwestern Paper Co.	Houston, Texas
Pacific Coast Paper Co.	San Francisco, California
Sierra Paper Co.	Los Angeles, California
Butler-Detroit Company	Detroit, Michigan
J. W. Butler Paper Company (Foreign Trade)	New York City
Central Michigan Paper Co.	Grand Rapids, Michigan
Mutual Paper Co.	Seattle, Washington
Endicott Paper Co.	Portland, Oregon
National Paper & Type Co. (Latin America)	New York City
National Paper & Type Co.	Havana, Cuba
National Paper & Type Co.	Buenos Aires, Argentine Republic
National Paper & Type Co.	Mexico City, Mexico
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ESTABLISHED 1844

J. W. BUTLER PAPER COMPANY

Chicago

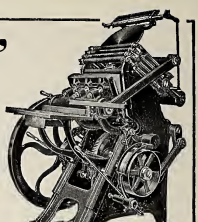
BUTLER·BRANDS PAPER THE BEST

LATEST
Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment
(Unexcelled)

"PROUTY"

Obtainable Through Any Reliable Dealer

Manufactured only by
Boston Printing Press & Machinery Co.
Office and Factory
EAST BRIDGEWATER, MASSACHUSETTS



Speed Up Production

Noe-Equal

The National Cleaner and Type Wash

Gives you a quick start on the day, saving time and money, and increasing profits. A trial can at small cost will convince you.

Ask your dealer, or write

PRINT-AID CO., Dayton, Ohio

"A Necessity in Every Printing Office"

That's what one satisfied customer says after a thorough trial of the

"INSTANTO"
PAPER-KNIFE SHARPENER

It more than pays for itself in the clean jobs that are possible only with a sharp knife. There is little delay in sharpening with the "Instanto," as it is always ready for use. Order today.

Price, $2 Postpaid. Special Oilstones, 35c.
Cash with Order.

W. JACKSON & CO., Dept. A,
29 S. La Salle St.,
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THE McGRATH ENGRAVING CO.
EXPERT MAKERS OF PRINTING PLATES

501 S LA SALLE ST
CHICAGO

TELEPHONE
HARRISON 6245

ENGRAVING PROCESS COLOR ELECTROTYPING PLATES

The INLAND PRINTER

Vol. 65, No. 2 HARRY HILLMAN, Editor May, 1920

Published by THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

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Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



The Hickok Automatic Paper Feeder

The Eaton, Crane & Pike Company, of Pittsfield, Mass., writes us in regard to the Hickok Automatic Paper Feeder as follows:

"Your Automatic Paper Feeder, used in connection with your ruling machine, is proving very satisfactory, and we are having splendid success with it. It has given us no trouble at all since it was first set up, and we anticipate continued good results."

THE W. O. HICKOK MFG. COMPANY
Established 1844 Harrisburg, Pa., U. S. A.

ROYAL



and the average electrotyper compared in point of yearly output.

It would seem that Royal Electrotypes *are preferred.*

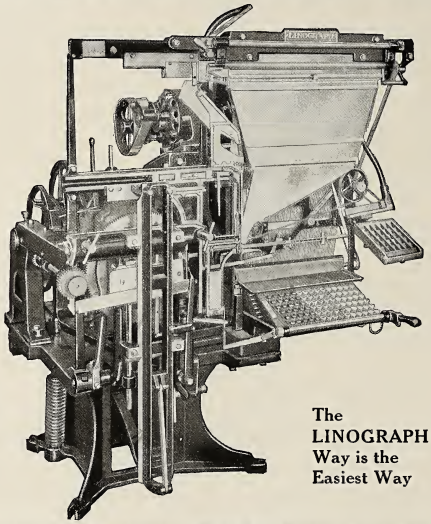
Royal Electrotype Company

Philadelphia

Member International Association of Electrotypers

THE LINOGRAPH

The Compositor's Best Friend



The LINOGRAPH Way is the Easiest Way

We have previously told you that the **LINOGRAPH** liberates the compositor's creative talent. That is because of its extreme simplicity of construction which demands less attention than a more complicated machine. The natural result is that the operator produces a satisfactory amount of composition easily, with few errors, and little or no mechanical trouble.

The greatest assistance that can be given an operator is elimination of frequent interruption on account of mechanical details. When the machine is simple and easily understood, there is less chance that it will be out of order.

These are matters which merit your careful consideration and we invite your investigation.

Convincing literature at your request.

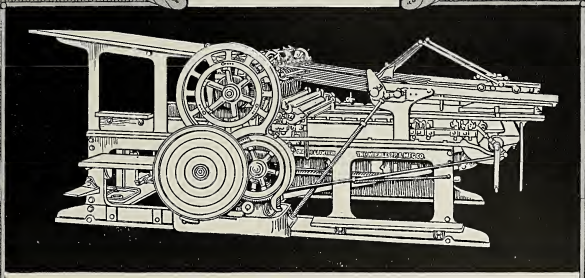
THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

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Agents for Australasia
30 Market Street, Sydney, Australia, N. S. W.

The Miehle



Pledges of Friendship

12,000 MIEHLES now in use, all purchased in about thirty years, proclaim the realization of the desire of printers generally for a durable, speedy, convenient press, capable of producing the finest grade of work.

The recognition of this fact, as well as the generous appreciation and co-operation of printers everywhere, has made this widespread distribution possible, and as Serial No. 12,000 leaves our factory, we pause to acknowledge our gratitude to all of our customers—every one of whom we feel to be a friend.

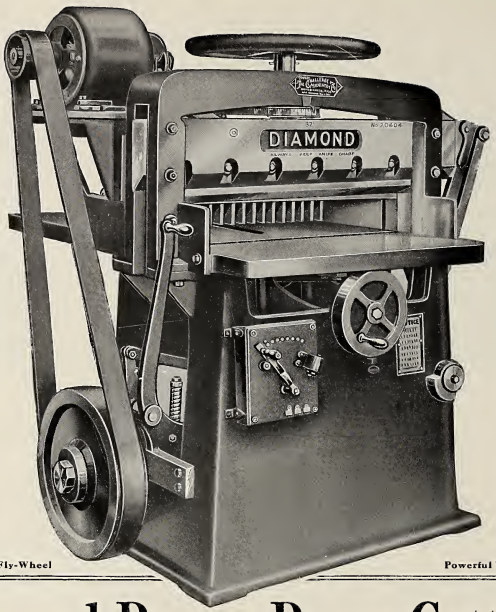
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Powerful Worm Gear Drive

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Meet every possible production requirement expected of a modern Power Paper Cutter and excel in Speed, Accuracy, Durability, Safety and unusual Convenience in Operating.

Made in Three Sizes, 30 Inches, 32 Inches and 34 Inches

DIAMOND POWER CUTTERS have the "double-shear" or dip cut, making the cut smoothly, quickly and without drawing the stock. No "stall" or spring on the heaviest cuts. Note the strong, unyielding one-piece base, the massive side frames and extra heavy and rigid knife-bar with its three adjusting screws. Has triple-split interlocking back gauge, coming close to extra long side gauges on both sides, and steel tape back gauge indicator which can be easily locked. Many other features that will appeal to you.

SEND FOR FULL PARTICULARS AND PRICES—SOLD AND GUARANTEED BY ALL DEALERS

THE CHALLENGE MACHINERY CO.

Challenge Creations for Printers

HOME OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
124 S. Wells Street

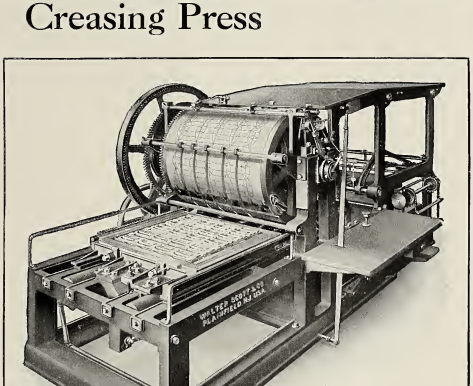
NEW YORK
71 West 23d Street

The Unprecedented Demand for

The SCOTT

High Speed Direct Drive Cutting and Creasing Press

has compelled us to increase our manufacturing facilities to take care of same. Now we are in a position to make shipment in a few weeks from date of order of a machine to you.



This Wonderful Machine

has been ordered by progressive folding box manufacturers not only in this country but from China, Japan, Australia, Great Britain and other lands across the sea. Orders are pouring in on us.

THE BED OF THE No. 5 MACHINE

is 34x44 inches, maximum size form 31x43 inches. The press will run at any speed up to twenty-five hundred per hour. It will pay you to discard the slow running platen presses, or old slow running cylinder presses you are now operating, and install the latest and best, THE SCOTT.

WALTER SCOTT & COMPANY

Main Office and Factory:

PLAINFIELD, NEW JERSEY, U.S.A.

NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway at 42d Street

CHICAGO OFFICE: 1441 Monadnock Block

CABLE ADDRESS: Waltscott, New York. CODES USED: (5th Edition) and Our Own.

FOOD FOR THOUGHT

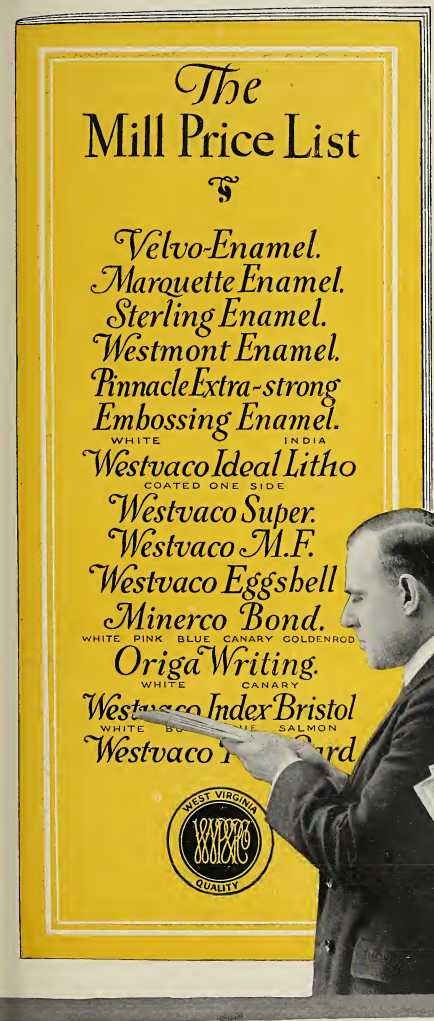
The *significant* factor in the result

The *insignificant* factor in the cost

FEED YOUR PRESSES THE BEST INKS

SIGMUND ULLMAN CO.

NEW YORK CHICAGO



MORE and more the careful buyer—the man who checks up his paper values—selects the Westvaco brands. These standard papers merit the reputation they enjoy. The large increase in yearly sales of these Westvaco brands is the best endorsement of their worth.

The distributors listed will gladly supply sheets for dummies.

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CLEVELAND	The Union Paper & Twine Company
CINCINNATI	The Chatfield & Woods Company
PITTSBURGH	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Company
NORFOLK, VA.	R. P. Andrews Paper Company
YORK, PA.	R. P. Andrews Paper Company
NEW YORK	The West Virginia Pulp & Paper Company
CHICAGO	The West Virginia Pulp & Paper Company

THE WEST VIRGINIA PULP & PAPER COMPANY

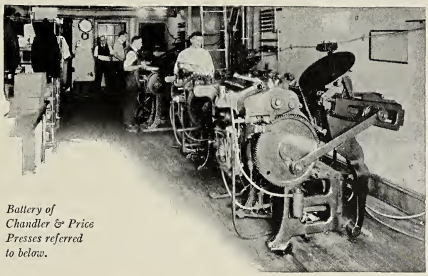
NEW YORK AND CHICAGO



THE West Virginia Pulp & Paper Company mark protects you on quality and uniformity. Every case is labeled with our guarantee mark. The following distributors are ready to serve you with samples. Be sure your name is on the mailing list of our nearest distributor so that you receive the Mill Price List monthly.

DETROIT	The Union Paper & Twine Company
CLEVELAND	The Union Paper & Twine Company
CINCINNATI	The Chatfield & Woods Company
PITTSBURGH	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Company
NORFOLK, VA.	R. P. Andrews Paper Company
YORK, PA.	R. P. Andrews Paper Company
NEW YORK & CHICAGO	The West Virginia Pulp & Paper Company

This insert is not a sample of any of the papers advertised



Battery of Chandler & Price Presses referred to below.

The Stanley B. Moore Co.

CLEVELAND, OHIO

A FIRM which presents a striking illustration of the almost negligible upkeep of the Chandler & Price Gordon.

Out of this entire installation of six Gordons, absolutely nothing was paid out for repairs during 1917. Nothing was paid in 1918. By the middle of 1919, only $3.41 had been spent in repairs.

These figures are the more interesting in view of the fact that the Stanley B. Moore Company is known as an exceptionally high production plant. The quality of their work testifies to the condition of their presses, in spite of this low upkeep costs.

Write for booklet "The Profit in Printing"

Chandler & Price Presses

The Chandler & Price Co., Cleveland. Agencies in All Principal Cities

←——The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

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636-704 Sherman Street

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88-90 South 13th Street

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KANSAS CITY
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ATLANTA
40-42 Peters Street

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151-153 Kentucky Avenue

DALLAS
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MINNEAPOLIS
719-721 Fourth St., So.

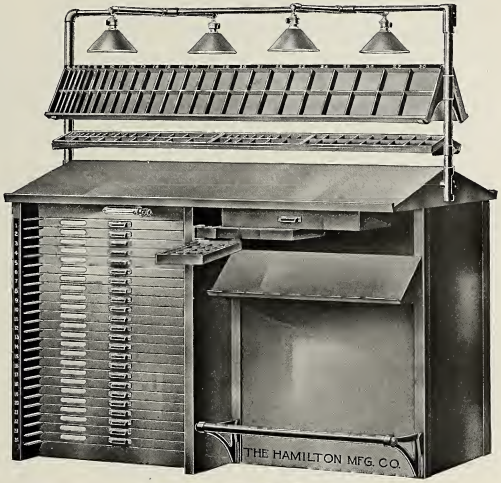
DES MOINES
609-611 Chestnut Street

CLEVELAND, OHIO
1285 West Second Street

SPRINGFIELD, OHIO
Shuey Factories Building

THE IDEAL CABINET

is the one that provides maximum working efficiency in a minimum of floor space. That's what "saves the minutes," thereby increasing the output and reducing costs. A glance at the Hamilton Cabinet No. 549 (in wood, No. 2010), illustrated hereon, will convince the particular printer that in these points this design is about 100% *right*.



No. 549 — Steel. (Same Design in Wood, No. 2010.)

No other type cabinet embodies so much real efficiency in so little space, nor so many desirable features in such convenient arrangement. Note especially the full-length Lead and Slug Case, the Spacing Material Cases and the Quarter Cases. Everything the Compositor needs. Minimum of interference — maximum of speed.

DETAILS:

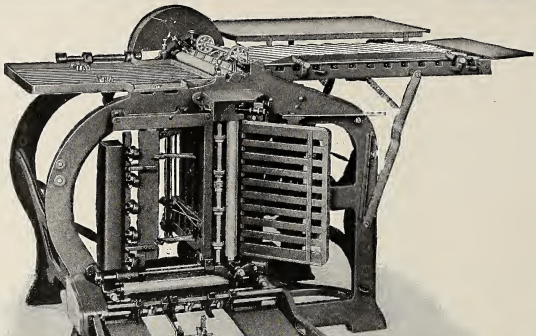
Both sides alike.
Full-length sloping work bank, 18 x 72 in.
Twenty-three full-size California Job and one Blank Case, with Pulls, and mortised Label Holders, in each tier.
Two Swinging Trays for Quarter Cases.
Copy Drawer.
Electric Lights over head and over cases.
Full-length Lead and Slug Case with duplicate compartments for all em measures, 4 to 28.
Complete equipment of Justifying Materials Cases in tray over Work Bank.
Panelled Ends and Back.
Height to working surface, 41 inches.
Finish: Steel—olive green; Wood—antique gloss.
Total floor space required, 72 x 33 in.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



191 DIFFERENT forms

4,045,500 Folds is a Lot of Folds

THE latest addition to our plant is the new type Cleveland Folder. A record of production for the two months we have operated this folder, shows that out of 398 productive hours, it has folded 1,594,000 circulars, making a total of 4,045,500 folds. This machine requires two girls to operate it. These two girls doing the same work by hand would have taken 2,890 hours, or seven months.

Before installing this machine, although we did not do the same volume of business we are now doing, hand folding was the only method we had of handling this class of work in our plant. From these figures you can draw your own conclusions as to how much better we are equipped to serve you.

The above was taken from a circular sent out by a Kansas City firm to its customers—name furnished upon request.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia
532 South Clark Street, Chicago
101 Milk Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.



R.J. DOWD · KNIFE · WORKS
EST'B
MACHINE KNIVES
1847
BELOIT · WIS

With this Knife on your cutting machine you are assured of smooth, clean cuts, made quickly and always true.

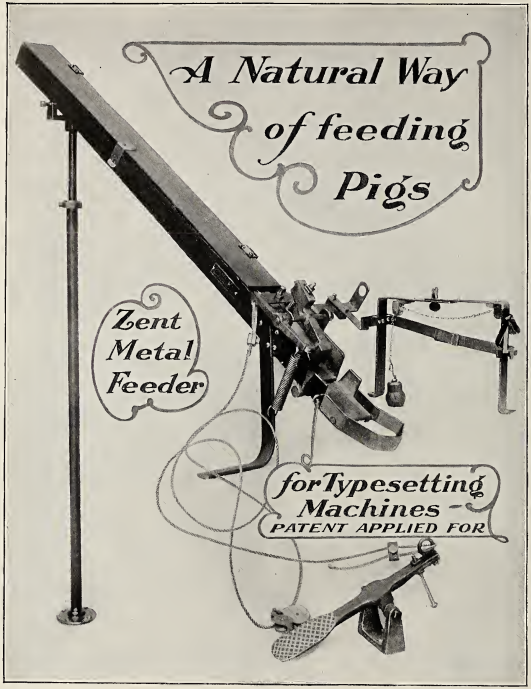
DOWD KNIVES have solved the cutting problem in hundreds of shops for many years. Operators everywhere know DOWD KNIVES and—like them. The oval trade mark identifies the knife. Order your cutting knives by name. See that you get what you order. Dowd guarantees you entire satisfaction.

Ask Dowd of Beloit about cutting knives for all your machines.

R.J. Dowd Knife Works

Makers of better cutting knives since 1847

Beloit, Wis.



Saves
Time
Gas
Work
and
Worry

Costs Less
to
Install
Maintain
and
Operate

Gives
Quality Slugs
and
Causes
No Trouble

You Need This Feeder On Your Linotypes!

ZENT PRODUCTS CO., Troy, N. Y.:

Gentlemen—We have tried the Zent Metal Feeder and find it very satisfactory. Please send another for Model 9 Linotype, complete with electric buzzer and transformer for 110 volts, the same as sent with present one.

Very truly yours,
WATERBURY REPUBLICAN, Inc., Waterbury, Conn.

Zent Products Co.

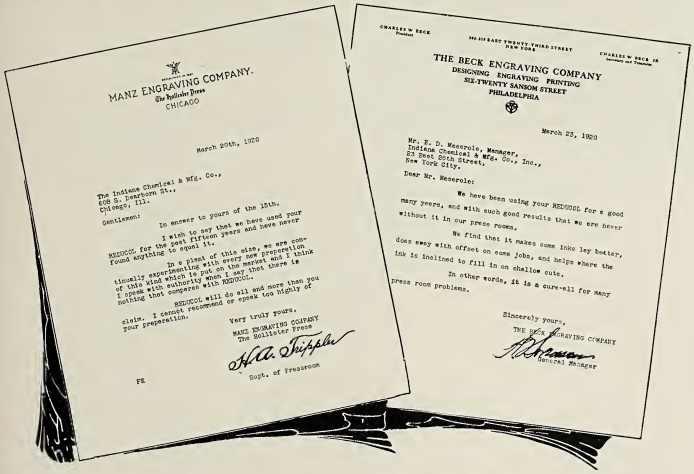
3 Bridge Ave., — Troy, N.Y.

Manufacturers

Zent Metal Feeder,
Zent Matrix Grip,
"Sure-Stop"
Assembler Clutch,
"Metal-Free"
for Spacebands

Pacific Coast Agents: THE NORMAN F. HALL CO., 148-150 First St., San Francisco, Cal.

When You Know What These Men Know About REDUCOL You Too Will Use It—Regularly. Read What They Say:



MANZ ENGRAVING COMPANY.
The Rotherlee Press
CHICAGO

March 20th, 1920

The Indiana Chemical & Mfd. Co.,
608 S. Dearborn St.,
Chicago, Ill.

Gentlemen: In answer to yours of the 18th.

I wish to say that we have used your REDUCOL for the past fifteen years and have never found anything to equal it.

In a plant of this size, we are continually experimenting with every new preparation of this kind which we hear of on the market and I think I speak with authority when I say that there is nothing that compares with REDUCOL.

I believe REDUCOL will do all and more than you claim. I cannot recommend or speak too highly of your preparation.

Very truly yours,
MANZ ENGRAVING COMPANY
The Rotherlee Press
W. A. Trippler
Supt. of Pressroom

PE

CHARLES W. BECK
President

324-326 EAST TWENTY-THIRD STREET
NEW YORK

CHARLES W. BECK, JR.
Secretary and Treasurer

THE BECK ENGRAVING COMPANY
DESIGNING ENGRAVING PRINTING
SIX-TWENTY SANSOM STREET
PHILADELPHIA

March 23, 1920

Mr. F. D. Meserole, Manager,
Indiana Chemical & Mfg. Co., Inc.,
23 East 26th Street,
New York City.

Dear Mr. Meserole:

We have been using your REDUCOL for a good many years, and with such good results that we are never without it in our press rooms.

We find that it makes some inks ley better, does away with offset on some jobs, and helps where the ink is inclined to fill in on shallow cuts.

In other words, it is a cure-all for many press room problems.

Sincerely yours,
THE BECK ENGRAVING COMPANY
General Manager

REDUCOL

Means
More Printing
Faster Printing
Better Printing
at
Lower Cost



Among the leaders in their field, Manz and Beck can not afford to guess. Nor can they stand still on past performances. They must always seek for something better. Mr. Trippler, of the Manz Engraving Company, says that since adopting REDUCOL, fifteen years ago, he has been trying every new reducer put on the market—but he has *never found anything to compare with REDUCOL.*

REDUCOL is the original reducer with a paste base. It cuts the tack out of the ink without affecting the body, softens it instead of thinning it. Does not affect colors. Gives impressions an excellent surface for perfect overlapping. Distributes the ink better. Gives 10% to 25% more impressions. Saves time and eliminates much of the slip-sheeting and wash-up during the run.

If you are not using REDUCOL (most of the good printers are) you are working under an unnecessary handicap. Why not send for 5 or 10 pounds as a trial order and see what it will do for you? Price 65 cents per pound. If results are not satisfactory, we will immediately cancel our charge for the trial shipment.

INDIANA CHEMICAL & MANUFACTURING COMPANY
Dept. I-5, 135 S. East Street, Indianapolis, Ind., U. S. A.

23-25 East 26th St., New York City — 608 South Dearborn St., Chicago

Pacific Coast Agents: GEO. RUSSELL REED CO., San Francisco, Seattle, Portland

Canadian Agents: MANTON BROTHERS Toronto, Montreal, Winnipeg



Announcing

The Master Machines Corporation

Capital, Two Million Dollars

Agencies
London
Paris
Milan
Berne
Madrid
Melbourne, etc.

Executive Office
108-110-112 West 40th Street
New York City

Cable Address: AUTOPRESS

Plants at
2638-2640 Park Avenue
New York City
18-20 Rose Street
New York City
478-486 St. Paul Street
Rochester, N. Y.

A Merger of and Successor to

American Autopress Company, Inc.
The Fastpress Company
The Master Machine Tool Co., Inc.

Makers of

The "AUTOPRESS"
The "BABY" Cylinder
The "FASTPRESS"
The "QUICK BUNDLER"
for the Printing Industry
and
The "MASTER PROJECTOR"
for the Motion Picture Industry

The Fabrikoid process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen — all pliable, scuff-proof, stain-proof and water-proof.

DU PONT FABRIKOID



. . . for every type of book there is a Fabrikoid

—for the books which are your companions, in an hour by the fireside; for those you use daily in the office or in the field; for the handsome bindings which make your library a thing of pride.

There is a type of Fabrikoid for every purpose —but all have the distinctive Fabrikoid qualities. Finger-marks will not show; even an ink-stain may be washed off easily. For *wear*, nothing can surpass Fabrikoid.

A sample, large enough to bind a book, will be sent for the asking. Just mention kind desired. Write.

DU PONT FABRIKOID CO.
WILMINGTON, DELAWARE

Branch Offices

21 E. 40th Street . . .	New York City
Dime Bank Building . .	Detroit, Mich.
Gugle Building	Columbus, Ohio
McCormick Building . .	Chicago, Ill.
Merchants Bank Building	Indianapolis, Ind.
Harvey Building . . .	Boston, Mass.
Chronicle Building, . .	San Francisco, Cal.

Plant: Newburgh, N. Y.

F A B R I K O I D



Influencing Business with the right paper

The Right Paper for Every Business Will Increase Your Customers' Returns up to 25%

A big advertiser—a customer of ours—increased the results from his direct advertising between twenty and twenty-five per cent because he used a paper that increased the sales-producing value of his circulars and broadsides.

The analysis we will make of your customers' advertising will help you select the papers which will influence more business for them.

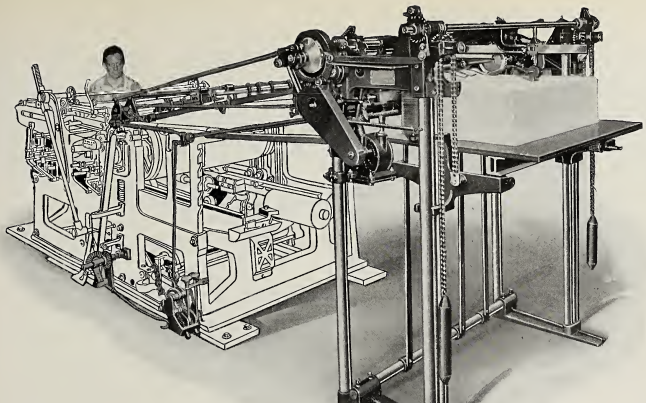
SEND ONE PIECE OR A COMPLETE CAMPAIGN.

Circulars, Booklets, Mailing Cards, Letter-heads, House Organs, Folders, Enclosures, whatever you use can be made more effective if printed on paper of the right color, finish and texture.

This service is free but exceptionally profitable—act today, you incur no obligation whatever.

Research Laboratories

SEAMAN PAPER COMPANY
11—208 South La Salle Street
CHICAGO, ILL.



A WONDER WORKER

"*THE workman called 'The Dexter Combing Pile Feeder' that you recently put on duty in our shop is indeed some fellow—steady, most reliable and the fastest and best employee in the place; works every minute of the day, and with practically no attention required from anyone, and, furthermore, keeps up the gait all day long, day in and day out.*

"*Our printing foreman states that he has worked with many self-feeders, but that this latest Dexter type is by far the easiest, simplest and causes less trouble than any he has ever worked with.*

"*When we bought our last Optimus press and your Feeder, we were then undecided at that time as to whether we should have purchased that outfit or a smaller automatic press, which would run about two or three times as fast as this larger equipment, but which only had a capacity for a sheet about one-quarter the size of the sheet that can be printed on this large arrangement. Until we actually saw the equipment purchased in operation, and particularly with your wonderful Dexter Pile Feeder attached to it, we were in doubt as to whether or not the equipment selected was the real thing for us; but now, after having seen the outfit running steadily in our plant for over a month, we are perfectly satisfied, beyond the shadow of a doubt, that no mistake has been made. When we are in the market for additional printing equipment you will surely hear from us.*

"*In conclusion, gentlemen, your Feeder is really a 'wonder worker' ; furthermore, we must again here make mention of its marked simplicity, which is self-evident and most of all to our printer, as your machine is a glutton for work, and we certainly are pleased to be able to see it feeding to the entire gratification of its appetite, thus keeping all of our departments supplied with their printing matter, to the pleasement of the entire organization.*"

BUFFALO SPECIALTY COMPANY,
Albert W. Mulvany.

We have hundreds of similar statements regarding the worth of the Dexter Combing Pile Feeder. No other piece of printing machinery offers more attractive reasons for its purchase in these times than an automatic feeder.

DEXTER FOLDER COMPANY

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

NEW YORK CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA TORONTO SAN FRANCISCO

HERE IT IS!



TO printers who want to sell their product in the most business-like way, we are pleased to announce they can now be furnished with "The Practical Sample Case for Selling Printing," to be used in conjunction with the FRANKLIN PRINTING PRICE LIST.

This unit—the faithful Price List, and the Practical Sample Case with the stock in trade of the printer—comprise what is the most formidable selling force in the printing realm today. The combination will impress, inspire and *sell* your printing to your customer and your prospect, not in the old, hackneyed, order-taking way, but with a sureness that will make long-standing, can't-do-without-you friends, who will welcome you into their confidence and give you their business.

The Practical Sample Case goes to the printer ready for him to fill with the most comprehensive array of samples, in a thoroughly systematic way. Its loose leaf feature permits the placing of each division of the price list before its corresponding division of samples.

Printers who have seen this innovation unequivocally proclaim it to be a revolutionary step in the selling of printing. It is now ready for the Franklin Printing Price List user.

The acquisition of this selling aid is the forerunner of bigger things developing for the Price List user.

Franklin Printing Price List users, write today! Printers who are not using the Price List—why not write also?

Porte Publishing Company

R. T. PORTE, *President* SALT LAKE CITY, UTAH

Announcing

DU PONT

Bronze Powder Pale Gold 7226 F



The Latest Achievement in the Development of the Bronze Powder Industry in America

Unusual brilliancy and covering qualities distinguish Du Pont Bronze Powder Pale Gold 7226 F as a superior product.

It is offered for use wherever the finest and most lasting effects in bronze are desired, either in embossing, lithographing, engraving or flat printing.

It is priced at eighty cents per pound in lots of ten 50-lb. cans. We will be glad to send a sample upon request.

E. I. DU PONT DE NEMOURS & COMPANY, Incorporated

SALES DEPARTMENT, CHEMICAL PRODUCTS DIVISION WILMINGTON, DELAWARE

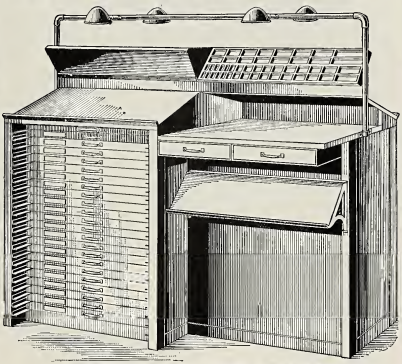


Kramer Universal Type Cabinets

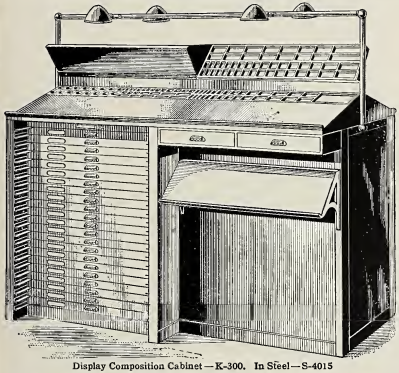
Arranged for Newspaper, Magazine, Book and Job Composition

K-237 Arranged for newspaper and ad work, magazine and book work. The feature of this cabinet is the flat working top. Both sides of cabinet have same arrangement. The two flat work tops are 41 inches high, 36 inches long, 24 inches deep. The sloping banks are 36 inches long, with sufficient depth for type case. Two double depth lead and slug cases holding lengths from 4 to 28 ems, with metal number plates, 44 full size extra depth California Job type cases with routed label holders and pulls, four blank drawers, two galley shelves. Wired for electricity, including six sets of fixtures, four over top, two over type cases. Finish, olive green or antique oak. Floor space, 34¾ x 72 inches.

Our standard units can be added to K-237 or K-300, either wood or steel, at any time by discarding the removable galley shelf. Two units required for each cabinet. Made up in fifteen designs, as follows: 120 steel storage galleys, 308 steel sort boxes, full length galleys, spaces and quads, strip rule, etc. Illustrations of units gladly supplied upon request.



Display Composition Cabinet—K-237. In Steel—S-4001



Display Composition Cabinet—K-300. In Steel—S-4015

The Master Cabinet

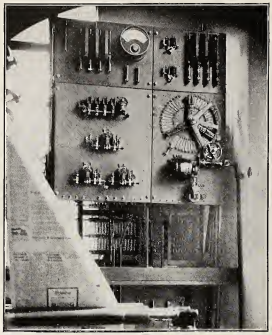
Extra units can be added any time

K-300 Especially suited for job composition, book and magazine work. Made in wood or steel. Both sides of cabinet contain same arrangement. Two working banks, each 72 inches long, 16¾ inches wide. Two double depth lead and slug cases hold both leads and slugs 4 to 28 ems, with metal number plates, two sets of auxiliary boxes, two galley shelves, 44 full size, extra depth California Job cases with routed label holders and pulls. Electric wiring, with four sets of fixtures overhead and one over each tier of cases. Finish, antique oak or olive green enamel. Floor space, 34¾ x 72 inches.

Large stock of both designs on hand for Immediate Shipment

KRAMER WOODWORKING CO.

FOURTH AND LEHIGH AVENUE CONTINUOUSLY SINCE 1797 PHILADELPHIA, PENNSYLVANIA



Full Automatic A. C. Control Panel. The panel controls the driving motors of a Duplex Tubular Press, the folder of which is shown in the foreground.

Absolute Control

at a touch of the fingers

Sprague Electric Full Automatic Alternating Current Control System *for* Newspaper Press.

Increased output and less trouble in running off editions are secured if a Sprague Electric Full Automatic System is used.

SPRAGUE ELECTRIC WORKS

Of General Electric Company

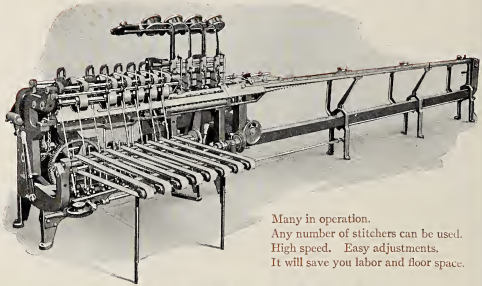
Main Offices 527 W. 34th St. New York

PIONEERS OF THE INDUSTRY

Branch Offices in Principal Cities

CHRISTENSEN'S *Latest Type* Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY

RACINE, WISCONSIN

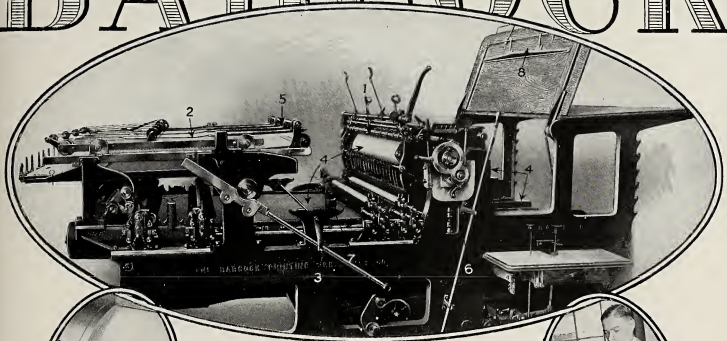
Canadian Agents:
TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada
CANADIAN-AMERICAN MACHINERY CO.,
63 Farrington Street, London, E. C.

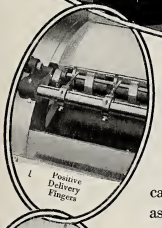
Eastern Agents:
GEO. R. SWART & CO., Marbridge Building,
Broadway and 34th Streets, New York, N. Y.

Southern Agents:
J. H. SCHROETER & BROS.,
133-135-137 Central Avenue, Atlanta, Ga.

Chicago Office:
Room 469-71 Transportation Building,
609 South Dearborn Street, Chicago, Ill.

BABCOCK




1 Positive Delivery Fingers


5 Multiple Perforators and Slitters

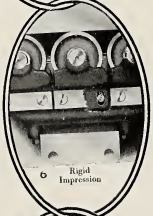
A Cylinder Press is only as efficient as the weakest link in its chain of operating advantages. This handicap frequently offsets the economies possible from the good features of a press.

The head of a printing concern, whose high grade catalog work is known all over the country, was recently asked by a prospective purchaser of a cylinder press

"What are the Weak Points of the

OPTIMUS"


2 Perfect Automatic Delivery


6 Rigid Impression

"I don't know of any weak points in the Optimus," replied the executive. "We have been doing high-grade work on our oldest Optimus for more than twenty years."

In operating economy, that "oldest one" does not begin to compare with the owner's more modern Babcocks. But it is the wearing qualities suggested in the owner's reply, *plus the perfection of Babcock Universal Equipment*, that makes the Optimus what it is today—the most profitably-operated cylinder press in the world.

Our Best Advertisements Are Not Printed—THEY PRINT!

THE BABCOCK PRINTING PRESS MFG. CO.

NEW LONDON, CONN. NEW YORK OFFICE, 38 PARK ROW

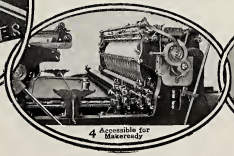
BARNHART BROS. & SPINDLER, *General Western Agents*, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.

MILLER & RICHARD, *General Agents for Canada*—Toronto, Ontario, and Winnipeg, Manitoba.

JOHN HADDON & COMPANY, *Agents*, London, E. C.


3 Universal Roller Control


7 Quickly Handled Rollers


4 Accessible for Makeready

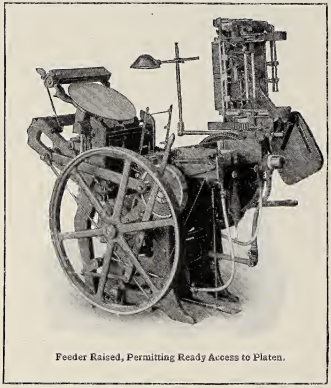

8 Safety Feed Board

10x15—Miller Feeders—12x18

—Increase Production
—Register to Hair-Line
—Eliminate Finger-Marks
—Minimize Spoilage
—Reduce Operating Cost

The production obtained in one year from a hand-fed press, as compared with a Miller-fed press, always shows a loss of profit in excess of the cost of a Miller Feeder.

With a Miller Feeder maximum profits are guaranteed, owing to its universally recognized superiority over hand feeding in economy, efficiency, register, production, reliability and durability.



Feeder Raised, Permitting Ready Access to Platen.

Millers will successfully and economically handle runs as low as 200 in all weights of stock —onion skin to heavy cardboard—at double the speed of the slow and expensive method of hand feeding, with perfect register on all colorwork.

Like Miller Saw-Trimmers They Pay Their Way Every Day

The continued and increasing demand for Miller Machines—now in use in the smallest as well as in the largest plants—is conclusive proof that they have made good.

Write or wire for representative in your district.

MILLER SAW-TRIMMER CO.

Factory and General Offices, Pittsburgh

Permanent Branch Offices in

ATLANTA BOSTON CHICAGO DALLAS NEW YORK
PHILADELPHIA SAN FRANCISCO

30c A Week

Tuscola Co., Cairo, Mich.
To my mind **it** is of more value in a small shop than large; but will prove well-nigh indispensable to all.

Royal Daniel, Quitman, Georgia
We see in **it** not merely a guide to better profits and a surer business basis, but an exceedingly splendid service from a higher plane.

Al F. Hock, Woodstock, Ill.
How did I do business all these years without **it?**

Burt County Herald, Tekomah, Neb.
Every day and several times a day we say a silent prayer of "Thank you" when we look at **it.**

Regal Art Press, Troy, N. Y.
It is the best we have seen, and we have had several.

Commor, Colfax, Wash.
We would be hopelessly lost without **it.**

Herbert Willis Press, Waterloo, Iowa
It should be in every printing office in the country.

Ballinger Printing Co., Ballinger, Texas
It has sure been worth the money and then some to us. We are more than pleased and will never be without **it** again.

Journal, White Huron, Pa.
It is making real money for us.

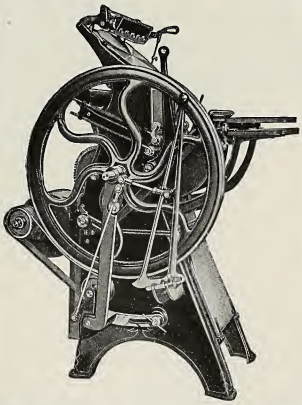
Stste Publishing Co., Pierre, S. D.
We can not help but feel that if printers would follow out some such plan as you have suggested, **it** would benefit us all.

"It" will cost you just 30 cents a week—now—perhaps more later. Write now for more information about "it," which is making money for over 5,000 printers, and additions at the rate of 150 a week.

Don't delay in getting in on this now.

Porte Publishing Company
221 ATLAS BLOCK SALT LAKE CITY, UTAH
R. T. PORTE, *President*

For the Small Work
Economically and Quickly Done—
THE PEARL PRESS



Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation.—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability.—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength.—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

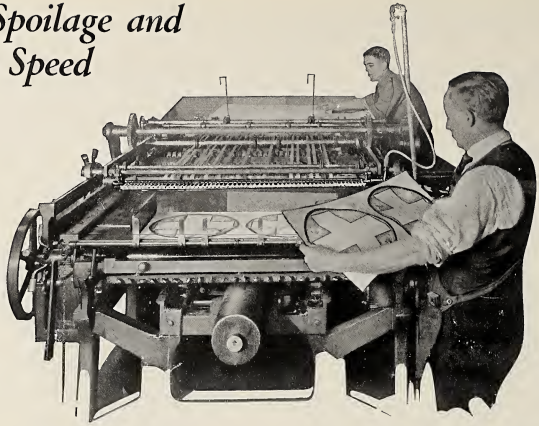
5. Noiseless.—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost.—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.
Franklin, Massachusetts
Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE
AMERICAN TYPE FOUNDERS CO.
Also Type Foundries and Dealers Generally

Less Spoilage and More Speed



Your Presses, when equipped with Johnson PERFECTION BURNERS, will produce more work and can be run at higher speed than ever before.

PERFECTION BURNERS apply the maximum amount of heat to the printed sheet. This action destroys all Static Electricity and sufficiently dries the ink to prevent off-set or the necessity for slipsheeting. The result is Increased Production—"Less Spoilage and More Speed."



The No. 1 PERFECTION BURNER is designed for Printed Side Up delivery. It is attached to the front of the carriage of any standard press and in this position heats the sheet as it is delivered.

In operation, due to patented features, the PERFECTION BURNER gives a clear blue flame, free from soot or odor. The gas economy is so high that the cost of operation is negligible.

PERFECTION BURNERS are the logical equipment for your pressroom. Get in touch with your dealer today. If he cannot supply you, write us direct.

JOHNSON PERFECTION BURNER CO. INC. Cleveland, Ohio

BARNHART BROTHERS & SPINDLER, *Distributors*

Chicago Washington, D. C. St. Louis Dallas Kansas City Omaha St. Paul Seattle

Distributors for Canada and Newfoundland

TORONTO TYPE FOUNDRY COMPANY, LTD.

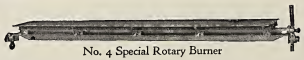
Toronto Montreal Winnipeg Regina



No. 2 Burner for Fly Delivery



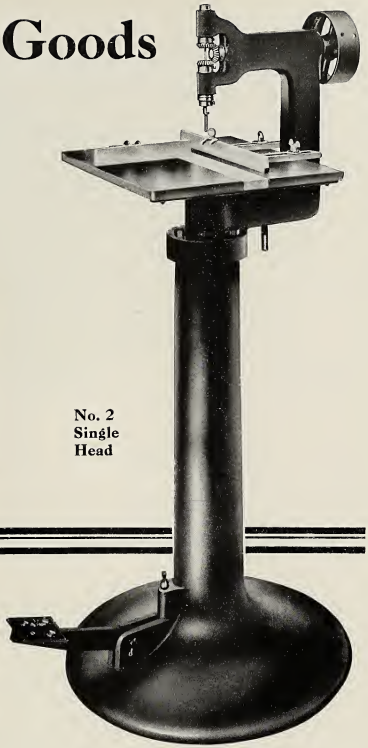
No. 3 Overhead Burner



No. 4 Special Rotary Burner

Delivers the Goods

FOR genuine speed and accuracy you should see the amount of work our single head, No. 2 Round Hole Cutter can turn out. It can drill as high as 35 telephone directories, an inch thick, a minute. It will accommodate a drill that cuts two-inch stock and, by using a right and left hand guide, it will drill two holes much more rapidly than a die punch. Catalogs, booklets, calendars and tickets are but a few of the things into which it cuts clean, smooth holes.



No. 2 Single Head

A Few Users of This Model

R. R. Donnelley & Sons Co. ..... Chicago, Ill.
Lord Baltimore Press ..... Baltimore, Md.
The Macey Company ..... Grand Rapids, Mich.
Gibson Art Company ..... Cincinnati, Ohio
J. W. Clement Company ..... Buffalo, N. Y.
Bureau of Engraving & Printing ..... Washington, D. C.
Division of Publications (Agriculture), Washington, D. C.
Isler-Tompsett Lith. Company ..... St. Louis, Mo.
Garrison Wagner Printing Co. ..... St. Louis, Mo.
Poole Bros. ..... Chicago, Ill.

BERRY MACHINE CO.

315 North Third Street, ST. LOUIS, MO.

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen —and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.
ATLANTA, GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco

THE LATHAM WAY

SIMPLICITY and DURABILITY

COMPLETE PLATE MOUNTING System for Book, Catalogue and Color Printing

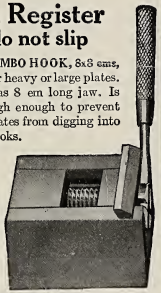


Three-Piece Register Hook

Hold Perfect Register
These hooks do not slip



JUMBO HOOK, 8x8 ems, for heavy or large plates. Has 8 em long jaw. Is high enough to prevent plates from digging into hooks.



8x8-em HOOK
No springs or gears. Rigid and interchangeable to accommodate the smallest margins. Has 6 ems travel and cannot work loose.
Result: Perfect Register.

Write for Illustrated Catalogue

LATHAM AUTOMATIC REGISTERING CO.
Main Office, 608 S. Dearborn St., Chicago, Ill.
New York Office, 45 Lafayette Street

Even, dry heat, Easily controlled



"INTERNATIONAL" Electric Glue Heaters

Fireless cooker principle conserves and utilizes every bit of heat generated. Holds glue at correct working temperatures without guesswork. Average cost of operation about one cent per day. Keeps glue at correct temperature for greatest tensile strength. Properly glued joints never fail. This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket.
Used by prominent concerns everywhere.

INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS U S A

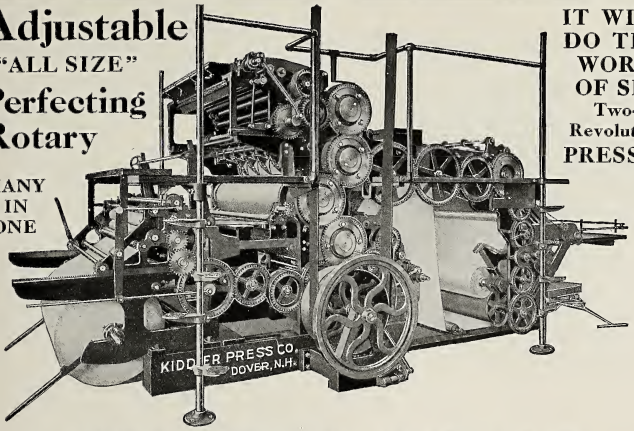
Write for folder, "EFFICIENT GLUE HANDLING"

"International Electric Heaters Are the Best"

Adjustable
"ALL SIZE"
Perfecting Rotary

MANY IN ONE

IT WILL DO THE WORK OF SIX Two-Revolution PRESSES



KIDDER PRESS CO., DOVER, N. H.

NEW YORK, 261 Broadway — 445 King St. West, TORONTO, CANADA

Make a Bigger Profit than Your Competitor!

How?

By lowering your production cost.
By and through the Matrix Ruled Form and Tabular System

If **You** have this your competitor may bid at *his* cost—and leave you your normal profit.

If **His** bid embraces a normal profit *to him*, you may duplicate it, or cut slightly below it, and make a profit *above normal*.

The **Matrix Ruled Form and Tabular System** gives you, in short, ***A Competitive Advantage.***

We are glad to hear from skeptics—we like *convincing* them. We save *money*, *time* and *labor* in your shop.

Coupon brings you such evidence and proofs as a practical man requires.
It means PROFIT to mail it.

Matrix Ruled Form & Tabular Co.
Touraine Building, Fort Worth, Texas

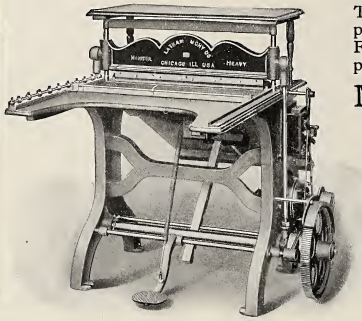
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Matrix Ruled Form and Tabular System
Touraine Bldg., Ft. Worth, Texas

Gentlemen:
Please send me evidence and descriptive matter that tells all about your modern system of printing blank and tabular work at a big profit.

Name .....
Address .....
Town ..... *State* .....
Kind of Machine .....
IP-4 (*Intertype or Linotype*)

Speed Combined with Durability



This is what every buyer looks for when purchasing a Round-Hole Perforator. For this reason there has been an unprecedented call for

Monitor Extra Heavy Perforators

Equipped with Feed Gauge and Back-Roll Delivery makes it possible to perforate any number of parallel lines of perforation at one handling of the stock through the machine, thereby giving the necessary speed.

Our specially hardened Die Plate makes it the most durable machine on the market.

LATHAM MACHINERY COMPANY

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NEW YORK

Ann and Fulton Sts.
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Motors and Control

for Stitchers, Typesetters, Cutters, Etc.

Westinghouse-Cline Motors and Controllers in your printing plant mean

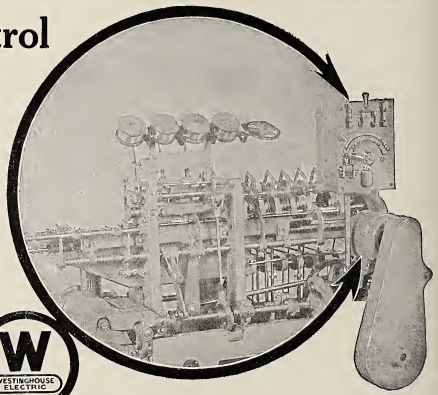
Maximum number of impressions per hour. Quality of work improved. Power expense reduced. Number of shut-downs reduced. Cost of handling stock reduced. Floor space used more economically.

These and other advantages obtained by Westinghouse-Cline motor drive and control are daily making permanent customers because they materially increase net profits.

For additional information write our nearest district office.

WESTINGHOUSE ELECTRIC & MFG. CO.
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Sales Offices in all Large American Cities.



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CHAPMAN ELECTRIC NEUTRALIZER

Makes Presses Deliver Light Paper

Like this:—



Instead of like this:—



Send today for copy of "Facts"

UNITED PRINTING MACHINERY CO.

38 Park Row, New York
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"There! That Circular is *Right!*

"That is exactly what I want—a circular with text that is clean and whole, with illustrations that are clear, with a general appearance of neatness. A circular like that will represent my product second only to a personal demonstration."

CIRCULARS are invested with an extra selling force when made of Foldwell Coated Book, for Foldwell's perfect printing surface will permit the use of fine half-tones and color plates that best express a product's value.

Foldwell never delivers cracked sales arguments, because its tough fibres never break out. So the Strength, Beauty, Style and Dignity forcibly expressed in Foldwell are never lost.

To print your next sales message on Foldwell is to put in an extra punch that will *stay there till it has finished with your prospect.*

Our booklet, "Paper as a Factor in Modern Merchandising," on request.

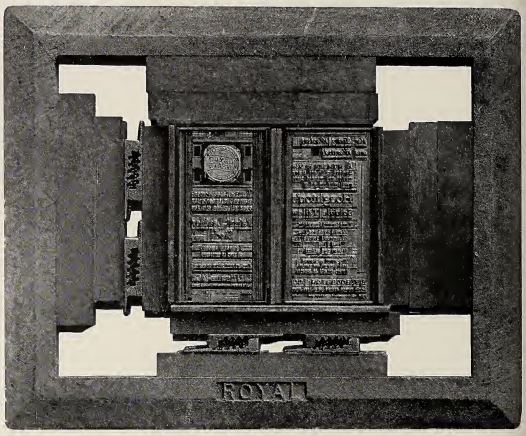
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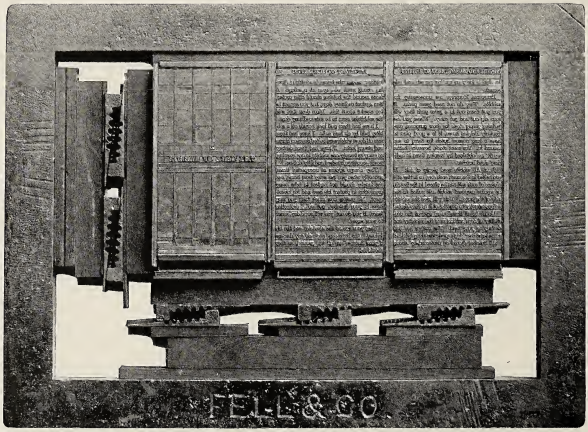
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299 Broadway, New York, N. Y.

BETTER ELECTROTYPES

The WRONG Way to lock up a form for electro-typing



Note low spaces, quads, leads and open furniture.



Note high justification used in every open space inside the bearers.

and the RIGHT Way; read why.

BETTER ELECTROTYPES

The first of a series of brief talks regarding the benefits of a closer coöperation between the printer and the electrotyper.

THE preparation of a form for the printing press is a technical thing which is well understood by all printers. Comparatively few printers know that properly preparing a form for printing is not properly preparing it for electrotyping.

For printing-press use a form made up with low spaces, quads and justification is preferred. For electrotyping, a form with high spaces, quads and justification is not only desirable, but necessary if the highest grade of plates is to be made. Electrotype forms are moulded in a mineral or vegetable wax. Wax is a plastic material. It flows under pressure.

To get a clean, clear, sharp face in the wax mould a heavy pressure, amounting often to several tons, is necessary to force form and wax together. As the wax is forced into the face of the type, it is also forced into every crevice and open space in the form. And just as long as the pressure is maintained the wax will continue to flow, provided it has any place into which to flow.

It is because wax moves under pressure that bearers are placed around a form to be electrotyped. The bearers confine the wax and prevent it from flowing out at the sides and ends of the form.

With a knowledge that wax flows under pressure and with the added knowledge that not only pressure, but heavy pressure, is necessary to get a clear, sharp face in the wax, it is easy to understand some of the moulder's difficulties when he has to mould forms with open furniture, low slugs and deep crevices made by low spaces.

If the wax is forced into the crevices and low spaces, the face is apt to be disturbed when the form is separated from the mould. "Fat" letters, "dished" and "concaved" letters and "slides" on the edges of halftones are common results from work with low justification. If the wax is not forced into all the open spaces it is difficult to get a "full mould" or sharp printing face.

The moulder has the problem to solve and he does it fairly well with the aid of the electrotype finisher. The electrotype finisher often does remarkable work in removing defects. But if both the moulder and the finisher are using unnecessary time because of the form's being improperly prepared, the time is wasted — is even worse than non-productive time, and the service to the printer is delayed and poor. Hours of lost time to both the printer and the electrotyper and a loss in quality, all of which can be overcome, are something for serious consideration.

High justification entails no extra cost in machine composition. High justification for open spaces is an investment which will pay dividends in better plates and better service.

Your coöperation will be appreciated and met more than halfway by the electrotypers.

INTERNATIONAL
ASSOCIATION *of* ELECTROTYPERS

This space contributed by The Royal Electrotype Company

Better Catalogues at Less Cost

Your hand-covered, side-stitched, paper-bound books are too costly because hand covering, when compared with machine work, is slow and expensive.

A Better Way

to bind these books is to gather the paper covers with the sections, stitch and strip the back with a harmonious color of paper or cloth on the Brackett Stripping Machine.

Why not write or send in samples of your complicated stripping? We will show you how to make a tremendous saving.



WHY NOT BUY an inexpensive machine that will produce ten to twenty times as much in an hour?

RESULTS in a better bound book with stitches and the back covered tightly.

MONEY SAVED in labor and rent will more than recompense you within a short time for the investment.

It is an all-purpose machine which will strip end sheets, reinforce outer sections, make hinged covers, hinge maps, cover the backs of books ¾″ to 1″ thick and strip index sheets or any other stripping which is done by hand.

BRACKETT STRIPPING MACHINE CO.
TOPEKA, KAN.

FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

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"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR PRINTING PLANTS

ARE TIMESAVERS

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One Way of Cutting Costs

These H.C.L. Days

KIMBLE MOTORS

(For Alternating Current Only)

Consume Power only in proportion to the speed at which they are operated.

Half maximum press speed means a 50% cut in current consumed.

Ordinary A. C. Motors consume maximum current at *all* speeds, speed reduction being accomplished by interposing *resistance* which converts power to heat.

What's more, Kimble Motors offer such perfect and easy *control of speeds* that the feeder increases speed as he "warms up" to his work. This means more output and less spoilage.

Job Press Motors
Cylinder Press Motors

also motors for monotypes, stitchers, folders, cutters and other equipment.

Send for our Catalog.

KIMBLE ELECTRIC CO.
635 North Western Avenue
CHICAGO

The Ellis
"NEW METHOD"
Embo$$ing
(PATENTED)

Has the following original claims:

1—You can make a die in 30 minutes.
2—You can take a good proof by hand without a press.
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No "Free" Demonstration but—
Your Order is given on condition that these claims are made good.

Price : $150 cash
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which includes personal instruction and license to use the method (patented) with all tools and appliances needed.

Booklet telling the tale, 10c

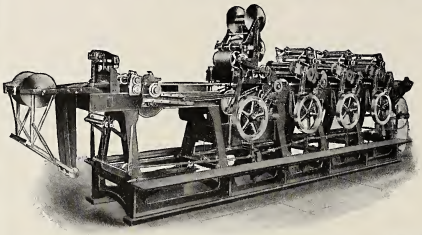
NO METAL NO ACID NO POWDER

The Ellis "New Method"
Embo$$ing Co.

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New Era Multi-Process Press

This is the Era of Specialists
This is the Press for Specialties



This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

5,000—8,000 IMPRESSIONS PER HOUR

Can Be Assembled to Print in ANY NUMBER of COLORS on ONE or BOTH SIDES of stock

Uses Flat Plates or Type

Automatic Roll Feed

Rigid Impression Easy Make-Ready

Splendid Distribution

Attachments to Punch, Perforate, Cut to Size and a Great Variety of Other Operations

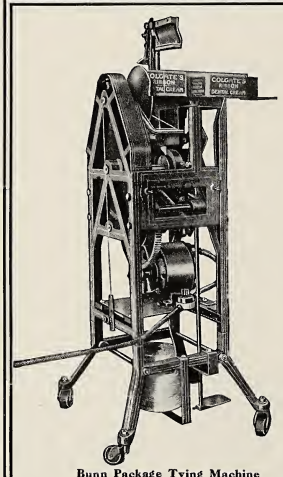
ONCE THROUGH THE PRESS COMPLETES JOB

Prompt Deliveries of Work Mean Pleased Customers

Ask us what we can do for you along the line that you are considering specializing in, sending samples to show the operations so that we can quote you on a suitable Multi-Operation Press for your work.

Built by **The Regina Company** *Manufacturers of High-Grade Specialties*

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Bunn Package Tying Machine

Tie Your Packages by Machinery

The Bunn Package Tying Machine ties all Labels, Cartons and similar packages rapidly and tightly. Reduces the necessity for employing help, saving from two to four girls. Uses the minimum amount of twine. Operator places on packages and immediately reaches for another; machine ties and ejects. Speed limited only by ability of operator to handle material. Secure package insured by our patent knotter, which ties this non-slip knot.



Saves Time, Labor and Twine

A ten-day free trial at your plant will convince

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A larger model is under construction. This will be especially adapted to meet the needs of printers and publishers for it can handle bulky and difficult packages.

Be guided by this mark when you buy a press

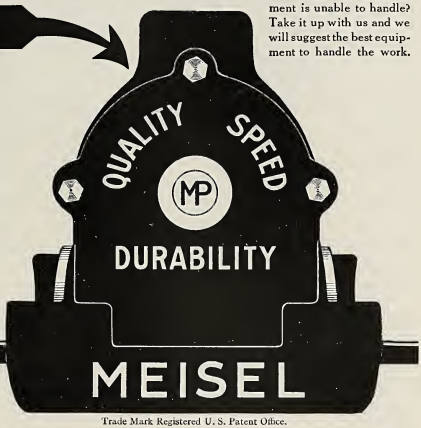
This Trade Mark identifies
THE MEISEL PRESS

Noted for—
Durability
Economy
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MEISEL PRESS MFG. COMPANY

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DO YOU have a peculiar problem which your present pressroom equipment is unable to handle? Take it up with us and we will suggest the best equipment to handle the work.



Trade Mark Registered U. S. Patent Office.

You Scrutinized Your Income Tax— How About Your Out-Go Tax?

Wesel Final Bases and Hooks are savers in the pressroom. Production costs are reduced, for the "Final System" not only saves time and trouble because of its practical and facile features, but also supplements the skill of the pressman in getting out good work and long runs.

The Final Base is not a new thing; printers have bought it in the past, it has stood the test of time and they order, and order more until that department of the Wesel Factory has been developed into a fixed, continuous manufacturing unit.

If you have not already reduced your Out-go Tax by utilizing **Final Bases and Hooks,** Do So Now for they will do it.

We are always glad to answer inquiries or send literature bearing on **Final Bases and Hooks.** Some printers did not know, until we told them, that the Base could be adapted to special layouts.

In many plants **The Wesel Final Bases and Hooks** have become standard equipment for presses already in use as well as for new installations. Send for descriptive booklet. Our Western representatives are advised from the home office.

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Home Office:
72-80 Cranberry St., Brooklyn, N. Y.

Machinery and Supplies for Printers, Photo-Engravers, Electrotypers, Stereotypers. Special Machinery Built to Plans and Specifications.

WHEN WRITING, PLEASE MENTION THIS ADVERTISEMENT

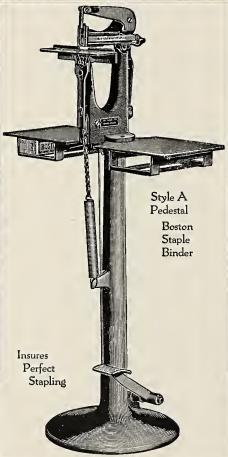


The National Scrap Books with flat unbreakable backs, strong manila paper and canvas bindings will give a life time of service and be in good condition to hand down to the next generation for reference.

There are numerous uses for National Flat Back Scrap Books in every office system. No other filing scheme can equal the Scrap Book for permanent preservation of pictures, clippings and documents. Order National Scrap Books from stationers who sell National Bound and Loose Leaf Devices.

Send for free copy of "GOOD RULES FOR BOOKKEEPERS"

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Boston Automatic Staple Binder

NOT a makeshift, but a first-class, dependable staple binder of which about eight thousand have been sold. Capacity, three-sixteenths of an inch. The equipment consists of flat and saddle table, reversible driver, foot treadle, and iron work tables. Uses fine round wire and turns out a quality of work equaling the best wire stitching. Staples are paper covered and are used in this way to minimize waste

BOSTON STAPLE BINDERS ARE MADE IN
TWO STYLES FOR PEDESTAL AND BENCH OPERATION
WRITE FOR QUOTATIONS

AMERICAN TYPE FOUNDERS CO.

General Selling Agent

SET IN PACKARD AND PACKARD BOLD

N-O-S Compound does away with the necessity of slip-sheeting. Why not try it?

Everywhere in America!

In the biggest newspaper and magazine pressrooms and in the smallest job printeries, wherever economy and efficiency are appreciated

The Monitor System

is paying its way. A move of the finger starts and stops, retards and accelerates. So simple the novice can't cause an accident; so efficient the master pressman finds his every requirement satisfied.

"Just Press a Button"

Your plant can be easily and economically equipped. Let us tell you about the particular Monitor Controller for you, whether you use alternating or direct current. We'll gladly do it—without obligation.

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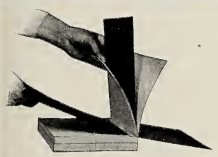
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Carbon Sheets for Duplicating Cause No Trouble in Pads Bound by NUREX

Perfect pliability, with every sheet firmly held in place, permits of duplicating in pads with the same degree of satisfaction found in sewed or wire-stitched books.

What Other Tabbing Compound, or What Glue, Permits That?

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The Inland Printer

Vol. 65, No. 2 May, 1920

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, Editor

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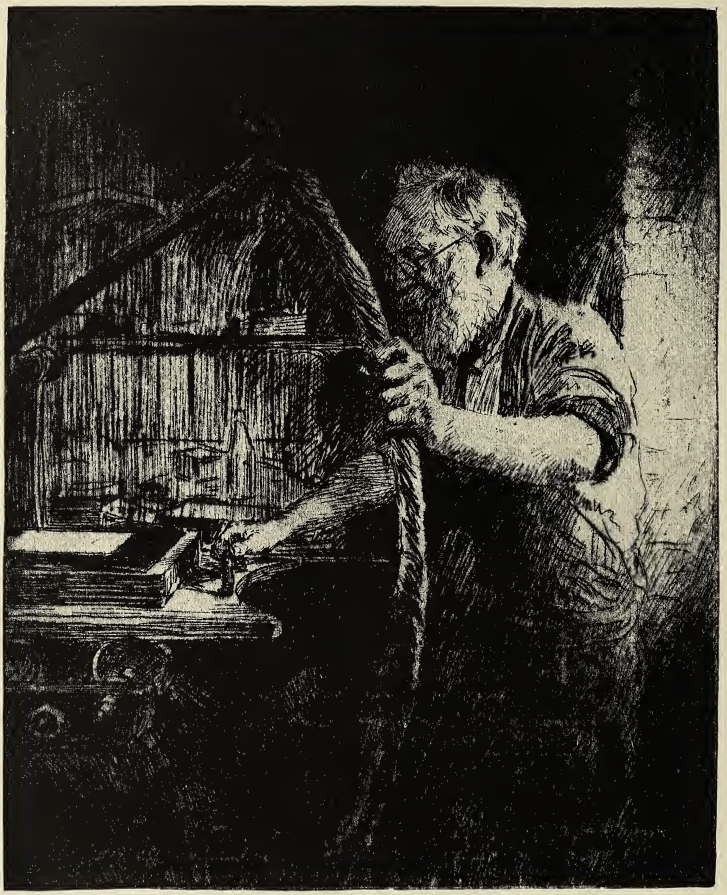
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The Inland Printer

LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 65 MAY, 1920 NUMBER 2

STANDARDIZING WORK IN COMPOSING ROOMS

BY EDWARD D. BERRY

A CONCENTRATED effort and continual training on some one operation in the production of a manufactured article result in a high degree of skill in each item of its production. The sum of these individual efforts results in a cheaper cost for a better product. That is specialization. The coördination of these individual efforts, in sequence, to further speed up production with the same outlay of effort; by systematizing the progress of the work from one individual to another; causing the work to proceed through predetermined channels from its inception to its finish — that is standardization. It is the complement of specialization. It is its fruition.

Given the necessary tools and materials, one man could build an automobile or make a pair of shoes, doing all of the work himself. But the product would lack quality and uniformity, for it is practically impossible for one man to have the skill and speed that come to several men, each performing one particular operation over and over again. More than that, there would be a certain amount of lost time in going from one operation to another. And if he has help to perform some of the operations under his direction, he can not give to those men oral instructions that will enable them to work with the same facility as a machinist, for instance, with a blue print in front of him, or as men who have performed one operation over and over again until it becomes second nature to them.

Why should the composing room of a printing plant exempt itself from a process which has proved its utility and value in all large industries? It has been said that the large amount of detail work in composition, the necessary injection of the personal element in greater degree than in most industries, and the necessary employment of individual initiative in the composition of every job, preclude it. But the work in composing rooms *can* be standardized to a high degree, and here is offered a practical demonstration.

This work has always been specialized to a certain degree, but not systematically. The best compositor or compositors have been given the highest grade of work, upon which they have had special training, and the poorly equipped ones the less difficult kind. The best display man has been given the work to do which requires the most knowledge or ingenuity, but without recognition of the fact that there were certain kinds of display work which he accomplished with greater speed or greater cleverness. It has been overlooked also that he has done some work which could have been done just as well by a less proficient workman. The best tabular man, the best make up man, etc., has each been given the kind of work to which he was best suited, as far as possible without a system which routed the work so that each man did the *part* of the work to which he was best suited, without the waste of time in giving the special instructions to that end.

System — that is the key word to the whole situation. It has solved our industrial problems and allowed this country to reach its pre-eminent position in the world's industries.

Work should not be assigned to a particular workman on a momentary decision of his superior, but it should move automatically from one to another, each part of it being done by individuals whose superior fitness for each operation has been decided beforehand and who have been employed or trained to do that particular kind of work, and who know it best.

For instance, of half a dozen good display men, one may have shown a special facility in the composition of title pages, another in office stationery, another in broadside circulars, etc. Any of them possibly could set any one of these jobs acceptably, but some of them could set some one of the jobs faster or better than another, according to adaptability or training.

The present cry of scarcity of capable compositors, and a paucity of apprentices now obtainable to take the places of the present compositors as time goes on, can be answered only in one way — by the introduction of methods and machinery which will as far as possible eliminate the necessity for all-around skill and individual initiative.

The introduction of modern methods will not only expedite the handling of work and enlarge profits, but it will actually raise the average ability of workmen. As any given compositor acquires a high degree of proficiency on some one kind of operation, he will naturally be advanced to some more difficult kind of work, and so on all along the line until he reaches the highest grade of composition. When he has arrived there, he will have mastered every operation in the department where he is working and will be literally a high-grade all-around compositor.

This also would be the very best training for an apprentice, much preferable to the present system of turning a boy loose in a composing room and allowing him to learn whatever he can by accident instead of by design.

In working out a system for the most economical way of handling this work and maintaining a uniform quality, the line between one man's fitness over another's for some special kind of work must be drawn finer than it is at present, especially in a moderately large organization.

The following plan for standardizing the work in composing rooms is based upon a hypothetical case where ten compositors are employed and the work consists mainly of small catalogues and booklets with the usual accompaniment of small jobs. It is based on observation in plants where this system has been partially adopted, and also on theory evolved from considerable experience with the inadequacy of operation without it. It will bear careful study.

The leading actor in this system is the layout man, treated in a previous article which appeared on page 425 of the January issue of THE INLAND PRINTER. Every job goes to him from the executive's desk, and the entire composition is under his personal direction; his instructions are final. He decides just how each job is to be set, interpreting the instructions from author or office, according to an adopted style of product. He marks the type face that is to be used, as well as the margins, the measure, the spacing, and such other things as he thinks necessary.

Suppose, for instance, he receives a thirty-two page booklet, with cover to be set in type. He makes a rough pencil sketch of the cover, title page, the introductory pages to the book, and a text page containing the running head, making a separate copy of the running head to be given to a hand compositor or machine man, as the case may be. The title page and cover are given out as a separate and distinct job to the man selected for that kind of work, with the layout man's sketch attached. This giving a part of a job to one man would have been impracticable unless the job had been laid out in detail previously; the division of the job between different men would have resulted in a conglomerated product. After the title page and cover are set they are put in a place reserved for that part of all jobs and their particular locations indicated on the proof.

It might seem that a page marked out in detail in this way would not require a high-grade compositor on this kind of work, and that a compositor of mediocre ability could handle it; he could, but experience shows that it is impossible to anticipate all of the things that type will *refuse* to do, and the employment of a good workman on the better grades of work will be found more profitable than making changes in the proof to overcome the limitations of type faces. Even if these troubles do not occur, the better man will set a job that has been drawn out for him quicker than a poorer mechanic can do it. And the better the compositor on this kind of work the less detail it is necessary to mark, and the layout man can handle a larger force of men, or will have time to do other work. On the other hand, if a high-class man is not obtainable, a poorer workman can set the job with a degree of success. It is only necessary that the layout man be of high grade.

This system should reduce changes in composition, and is based on the assumption that any shop which adopts it is striving to produce work of the highest class possible with its equipment, and also recognizes the fact that profit can not be sacrificed to art. With it, both art and profit are achieved. This system will produce high-grade work that can be sold at a higher price than mediocre work, and at a lower cost than without it, which statement will prove itself.

One effect of the adoption of this system is the practical elimination of "straw bosses." The present almost universal practice of giving a superior compositor an entire job to "run" has proved an expensive method. If the job is of appreciable size or is intricate, he loses so much time directing each individual operation that he does little work himself, and thus the work of one of the best compositors is lost. He can not direct every operation unless he stands over each compositor, and the number of such compositors he is able to direct is limited; the amount of work accomplished by each of these men is much less than if each

one has his work in front of him in unmistakable language all the time, and he is not continually interrupted by special instructions from his "straw boss."

In organizations not large enough to require all his time, the layout man can produce work himself. But it is advisable that he make sketches for the work he does himself, for even he will work to better advantage, and if he is unable to finish the job on account of other work coming up for his attention, it can be given to one of his men to finish, without other instructions than the layout sheet, and with a certainty that the completed job will not bear the impossible combination of two men's ideas.

The making up of a catalogue can be divided advantageously between two or more men and the work still progress automatically. The running heads, if any, with necessary rules, an adequate supply of leads and slugs of the required length, and everything necessary for the make up of a job, should be placed on the make up bank or tables with the text matter. The make up men should do nothing but make up. One man could assemble the folios and running heads, another could insert the cuts and subheadings in the galleys; another measure off the pages and transpose the cuts if necessary to break the pages well; another could space them out exactly; another could tie up the pages and pass them to the proof press, etc., the work moving steadily forward. These operations may be divided still further, or condensed, depending upon the size of the catalogue and the availability of men for doing this work. It will be necessary to have make up tables of more or less capacity; the nearer the capacity conforms to the size of the job the greater the degree of efficiency and the greater the possible division of work. That it is advisable to provide any mechanical contrivances that will conserve labor, in the present condition of industry, is so universally conceded that it does not need argument.

Small commercial work can be handled in much the same way, except that instead of the small jobs being divided among the different men, the different classes of work can be separated and given to different men peculiarly adapted to each kind of work. The separation of this small work into classes would be governed of course by the amount of each kind of work going through a shop; the larger the amount the more distinct the division. The whole system would be modified to suit each individual plant and to better handle its particular work.

The demand for high-grade printing is constantly increasing. In the present metamorphosis of the printing business, the old hit-and-miss kind of composition is fast being relegated to the scrap heap. Buyers of printing are not only demanding better work, but are learning enough about its production to know the difference between two classes of printing and how the better grade may be produced.

Systematizing the work not only affects quantity of production but also quality. Proficiency in detail makes for proficiency in the complete job. Printers who are carefully studying and systematically operating their plants, with necessary equipment, are the ones who are achieving success. With that success are two inherent qualities — pleasure and profit.

THE MAN WHO INVENTED THE ART OF PRINTING DID MORE TO CIVILIZE AND CHRISTIANIZE THE WORLD THAN ANY OTHER PERSON ☙ I WOULD RATHER BE A GOOD PRINTER THAN A MIDDLIN' PREACHER

LA FAYETTE DOERTY

PROOFREADING AND ITS PROBLEMS

BY F. HORACE TEALL

ALTHOUGH much has been written about proofreading, and many writers have treated the subject very fully and intelligently, at least as much more could profitably be said in addition to the mass of preceding dissertation. Proofreading is so differently estimated by different people that no one can hope to satisfy every possible demand for information or advice. It is not unknown for those who write for publication, or for publishers, to expect those who read their proofs to correct everything that needs correction, not only errors of composition, but those found in copy. It is far more common, however, to find the proofreader expected to confine his work to correction of accidental variations from copy. Nowhere is this difference more clearly pointed out than in Theodore L. De Vinne's "Correct Composition." Mr. De Vinne says:

"The proofreader is asked to serve two masters. His employer rightfully asks for a fair day's work as well as exact reading, for it is the printer more than the author who is held responsible by the book reviewer for the book's faults of typographic style, and sometimes for its inconsistencies of statement. But there are fastidious authors who insist upon the strictest adherence to their imperfect copy, and refuse to consider queries made in their own interest. To query or correct is to offend these authors; to leave a possible error unqueried or uncorrected is to invite plain censure for neglect or ignorance. There are other authors who ask, as a matter of right, that the proofreader verify proper names, dates, and all unusual words, and that he maintain consistency of statement as well as of style. Some go so far as to ask for the verification of all quotations from standard text books. They hold that it is the duty of the proofreader to correct all errors."

Normally the proofreader's duty is merely the verification of the work he reads by the copy; the mere sense of the word proofreading properly restricts his duty to such verification. At least in the majority of cases such is the demand of employing printers, and justly so because the business of printing is purely commercial, and the work consists entirely in reproduction of what is written. This could easily be mistaken for assertion of more than it means, yet it may stand for the present as absolute statement of fact. The workers in a printing office are not employed to do anything other than to produce in printed form what is placed in their hands in writing. And the finishing process called proofreading is properly a work of minute inspection to secure accurate reproduction of the pattern set before the workers as copy. The same Mr. De Vinne who wrote what I have quoted and a great deal more — much of it worthy of close attention and study — was an employing printer who made a good round million, largely through sufficient charging for work done. I do not mean to intimate anything like overcharging, but only that he always had everything paid for that was chargeable, which many printers fail to secure. With business in general I am not concerned, but I may be pardoned for a reference to the one item of which I write. Very seldom indeed was anything done by way of change from copy in his office without being subject to a separate charge, no matter how obviously correction was needed. And herein he differed from no other employing printer, save only in the matter of bookkeeping. Every one of them intends to be paid separately for time that is spent in making alterations from copy.

Nevertheless, the manuscript is rare which does not contain errors that even the ordinary operator should correct in composition, notwithstanding even the strictest orders to follow copy literally. Especially is this true in cases of accidental misspelling. I have personally seen instances of misspelling which were followed by the operator and which the first-proof reader made worse by querying. Two of the most recent of such cases were the words, as written, millenium and admissable. Instead of marking them for correction, the proofreader had queried them. Such querying should be impossible. Every proofreader, and even every operator, should know how to spell all ordinary words that have only one correct spelling, and to make them right, notwithstanding errors made in typewriting or manuscript. One of the problems of the reader is how to deal with spelling in the words that vary in different systems, though usually when a certain system is ordered without qualification the matter is simple enough even in regard to the words that vary. It can not be too strongly emphasized, however, that printers, and especially proofreaders, are expected to know how to spell all vernacular words that are spelled but the one way by everybody who knows anything about spelling, and no one who passes as a proofreader should ever belittle himself by querying the spelling of such words as millennium and admissible, or any other common word, since any spelling other than the one always used by every one

not an ignoramus is an error, whether in copy or in proof. Of course this does not apply when ignorant spelling is deliberately ordered to be preserved, as it sometimes is.

An old demand is softened to a hint in Mr. De Vinne's assertion that "in every writing of importance the reader should query faulty construction, bad metaphor, inconsistent statement, the misuse of a word, and other errors of similar character; but in no case should he correct these apparent faults when the author will revise what he has read; he must stop with the query. The spelling, capitals, italicizing, and pointing of a systematic author should not be changed." This enumeration of faults seems to call for their recognition as faults by the proofreader and suggestion of correction by him, instead of what has often been held to be his duty of actually making such correction. No doubt many of the writers mentioned in the other quoted passage as holding that the proofreader should correct all errors would include these faults among those demanding such treatment. But the reader who took such liberty with the matter he read, and often the one who only suggested change, would invite much trouble that he might reasonably avoid by refraining from either correction or query. Nearly always his sufficient defense is found, at least by the employer, in the fact of the finished work being like the copy, since making it so is what the employer pays for.

Of course this is written with reference to the ordinary worker. Proofreaders can not have too much real knowledge, but they can and often do have smatterings of knowledge which they are tempted to display in challenging as errors expressions that are not actually erroneous. It is far wiser for readers in general to confine their effort to literal reproduction of copy, except correction of undoubted errors in spelling. One who is competent to know such faults at sight as erroneous will also be able to state his objection clearly — and, which is more important to his own welfare, to accept the author's decision no matter how adverse, even if truly absurd and indefensible, with equanimity.

PLANNING AND ROUTING IN THE PRINTING PLANT

BY A. RAY NEPTUNE

As costs continue to rise and competition becomes more keen, it is increasingly necessary for the printer who would make a profit to introduce more efficient methods and labor saving devices. One of the largest "leaks" in many print shops is the lack of proper planning and a logical sequence in routing the work through the plant. No two plants have exactly the same problem, and it is impossible to develop a plan that will work equally well in all plants, but there are certain essential features that may be applied in any method of routing. Any plan, to be satisfactory, must be simple and comprehensive. Multiplicity of detail must be eliminated. The work should be routed so as to move smoothly from one department to the other, and the records should show at all times where any job may be found.

The plan given herewith is in use in a plant doing miscellaneous jobwork in which there are many small orders. It not only furnishes immediate information regarding progress of all jobs, but schedules the work to the capacity of each department. This has a tendency to do away with overcrowding and rush periods, and saves the sales force from unknowingly making promises that are not possible of fulfilment.

This system centers around the complete job register and progress sheet (Fig. 1). By use of this record, as an examination will show, information regarding the progress and future schedule of any job can be immediately secured if either the customer's name or the job number is known, through a novel arrangement of listing every job both alphabetically as to the customer's name, and numerically as to the production order number.

When there is an inquiry regarding any job there is no running or telephoning from one department to another to locate the job ticket, for the record shows just where it is, how many departments have completed their work, and the schedule tells when the work still remaining will be completed. Many times all the information needed is found by merely consulting this master record. It has proved not only a great saving in time, but does away with the necessity of keeping the customer waiting while the job is locked up. This item alone is important, for having the details of the work at one's finger tips gives the customer the impression that the house is efficient and up to date.

The more important thing, perhaps, is the method of gathering the information that is included in this record, and doing it in such a way that it will not involve too much detail. This is explained in full.

First, let us take up the matter of schedules: When the production order (Fig. 2), which is made out in triplicate, comes in from the office it gives all information concerning the job with the exception of the

This schedule is now a part of the production order, and any one into whose hands the order passes can immediately tell when it is completed in any department. It is one of the important units of the system.

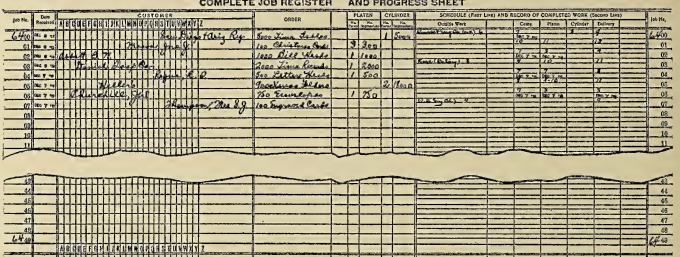


FIG. 1.—Complete Job Register and Progress Sheet.

schedule. If the job has been promised at any certain time the delivery date is also filled in by the office. After the job has been carefully examined an allowance

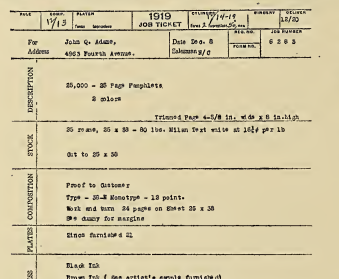


FIG. 2.—Production Order.

is made for the time necessary in each department, taking into consideration, of course, the amount of work already in the department, and the schedule is filled in accordingly. It will be noted that the schedule is put along the top of the production order so that it may be easily consulted.

The duplicate of the production order, known as the stock ticket, goes to the stockkeeper and constitutes his order for the stock.

The triplicate, which is the job envelope and contains all the copy, is at once forwarded to the department in which the first work is to be done.

After copying the schedules in the complete register and progress sheet, the original, which has the job

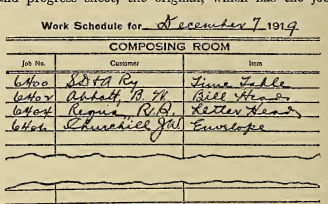


FIG. 3-A.—Work Schedule.

cost record on the back, is forwarded to the cost clerk, who keeps it in file numerically.

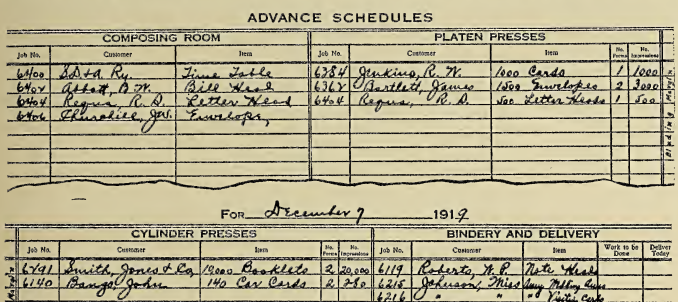
In the daily schedule book (Fig. 3) a page is allowed for each day. Jobs are entered under each department according to the date that has been assigned. At the beginning of the day each department is furnished a copy of their schedule for the day (Fig. 3-A).

When work is completed in any department and forwarded to another department, the job number is

entered by the department foreman on the "work completed" blank (Fig. 4). If run ahead of the assigned date, that fact is noted in the column left for that purpose, and it is checked off the schedule book so that it will not appear again on the department schedule.

standard, and a more accurate standard can be fixed as additional information is accumulated.

There are many little short cuts and advantages that are to be gained from the use of such a plan as this, which are not apparent on first observation, and


ADVANCE SCHEDULES

COMPOSING ROOM

Job No.	Customer	Item
6400	Edit'g Rm.	Time Table
6401	Artist, B. M.	Bill Head
6404	Rogers, R. D.	Letter Head
6405	Thrasher, Jas.	Envelopes

PLATEN PRESSES

Job No.	Customer	Item	No. Forms	No. Impressions
6384	Jenkins, R. W.	1000 Cards	1	1000
6387	Bartlett, James	1500 Envelopes	2	3000
6404	Rogers, R. D.	500 Letter Heads	1	500

FOR December 7 1917

CYLINDER PRESSES

Job No.	Customer	Item	No. Forms	No. Impressions
6141	Smith, Jones & Co.	1000 Booklets	2	20,000
6140	Bangs, John	100 Car Cards	2	250

BINDERY AND DELIVERY

Job No.	Customer	Item	Work to be Done	Deliver Today
6119	Roberts, R. P.	Note Heads		
6216	Johnson, Miss Ina	Milg. Lists		
6216	" "	1 Price Card		
6300	Mill Assn	Price Lists		

FIG. 3.—Daily Schedule Book. Upper engraving shows left-hand page, lower the right-hand page.

As the "work completed" slips come in, the jobs listed are checked in the complete job register and progress sheet as completed in the department from which the slip originates. This is done by stamping the date with a small ledger dater, which takes but a few minutes.

These "work completed" slips are turned in as frequently as is desired to keep up to the minute on the work's progress. In some shops once an hour would not be considered too frequent, others, perhaps, would find twice a day sufficient.

A "delay slip" (Fig. 5) is also provided so that jobs that are held up for any reason will not confuse the schedule or be lost track of. Delays, of course, necessitate rearrangement of the schedules to conform to the new date.

In order to schedule the work to the capacity of any department, it is necessary to ascertain just what that capacity is, and to establish standards of production not only for departments but for various machines. If production records are not available, the keeping of them for a short time will make it possible to establish a tentative

perhaps some of them will not be discovered until the system has been in operation for some time and is working automatically.

No system can be successful unless it has the coöperation of every individual who comes in contact with it, and *it must be kept accurately and up to date.*

WORK COMPLETED
and forwarded from

_____ DEPARTMENT

during the half-day ending ____ P.M. ____ 19__

Note: If run ahead of schedule enter assigned date in column headed "Scheduled"

Job No.	Scheduled	Job No.	Scheduled

Foreman.

FIG. 4.—"Work Completed" Blank.

DELAYED

_____ 19__

The following jobs are delayed or are behind schedule in

_____ DEPT.

Job No.	Reason for Delay	Probable Date of Release

Foreman.

FIG. 5.—"Delay" Slip.

The
Art Preservative
of All Arts

PRINTING

IS A PART OF LIFE

YOU open your favorite newspaper—and flaring head lines thrill you with the news that a king is dead, a city burned, a law repealed! PRINTING has added one more to the countless cameo-sharp impressions that it has made all through your life.

Hark back, in fancy, to the days of your childhood and consider the pictures that stand out most clearly in Memory's gallery. Intermingled with the recollections of juvenile joys and sorrows, do you not find the stories and the songs that PRINTING gave you then? Robinson Crusoe —Gulliver's Travels—The Arabian Nights—did not these and other tales make a deep and lasting impression?

Not a day passes but PRINTING plays an important part in your business or personal affairs. It brings you word of what others are doing, and it carries the message of your business, your merchandise, to those you wish to interest.

And the message of your printing is vivid just in proportion as it is properly presented.

How important, then, that your printing be handled by a printer who knows! Who can so combine type and ink and paper as to make just the right impression on the people that you want to reach and convince.

The above copy is rearranged from a newspaper advertisement by the Fiddis-McCrea Company, Printers, Baltimore.



GIRL WITH THE TURBAN

Shown through the courtesy of "Town & Country," New York. Engraved in four colors by The Powers Colorıtype Company, New York, from the painting by Harrington Mann. Printed by The Henry O. Shepard Company, Chicago, with four-color process inks by Sinclair & Valentine Company.

EDITORIAL

ADVANCE reports of the plans for the thirty-fifth annual convention of the National Editorial Association indicate that this year's gathering and excursion will fully equal, and probably surpass, all previous events held by the organization. The program for the convention sessions at Boston, which will be found elsewhere in this issue, offers a feast of good live subjects for discussion, subjects that vitally affect the interests of newspaper publishers. It is encouraging to notice that the plans are arranged to have the business sessions in the one city, and timed so that side trips and other entertainment features will not conflict with the actual business of the association. This is in line with the efforts of the leaders to make the annual gatherings something more than mere pleasure jaunts. The week of May 31 to June 5 will, without doubt, show a marked forward movement in the work of the association. All members of the organization, as well as others interested in the smaller daily and the country weekly newspaper field, should arrange to be present. We extend our hearty compliments to those who have had charge of preparing the program and general plans. The regular excursion trip, which will follow the convention sessions at Boston, will cover the eastern part of Canada, and will give the editors and publishers an excellent opportunity to study that part of the country.

The Postal Situation.

During the past two or three months THE INLAND PRINTER has received a number of complaints from subscribers who have not received their copies as early as they should. We regret the fact that many of our readers have been inconvenienced, but it is due to a situation that is beyond our control. For months the postal authorities have experienced difficulty in coping with an unusual amount of mail. For some time the condition was made worse by the strike of express drivers, which forced a tremendous amount of matter into the mails that otherwise would have been sent by express. The result has been that the mails have been congested to such an extent that the postoffice forces have been unable to handle the situation. In Chicago, alone, the postoffice has been practically flooded with mail matter, to such an extent, indeed, that it will require some time to move it all.

To add to the difficulty, it is reported that many of the postoffice employees are leaving to enter other and more remunerative lines of employment, due to the fact that wages in the postal service have not been advanced anywhere near in proportion to those in the industries, nor in proportion to the increase in the cost of living. At the time this is written we do not have statistics available to show just what increases, if any, have been granted, but reports that come to us show that they have been extremely slight, to say the best.

We read a great deal about Congress being urged to make additional large appropriations for bonuses to the returned soldiers. While we would not for a moment urge that the returned soldiers be denied anything to which they are entitled, nevertheless it seems but fair that those who have faithfully stood by their tasks and served the country so well in the postal service should also receive some consideration.

It would seem wise for Congress to immediately investigate the postal situation, and make provision for increased remuneration for the postal employees in order that the proper degree of efficiency may be maintained in the service.

Publishers are paying a great deal more for mailing second-class matter. The condition of the service that is being rendered in handling this matter is deplorable. One publisher recently stated to the writer that weekly publications, upon which the readers depend for market and other reports, were practically being put out of business on account of the delay in getting copies to their subscribers.

We ask our readers to bear with us and be patient if they do not receive their copies with the usual promptness. Should their copies fail to reach them by the middle of the month, we shall appreciate their advising us. Also, we urge them to take whatever action is in their power to bring the situation to the attention of Congress to the end that proper steps may be taken to have it remedied.

Electrotypers' Association Starts Campaign of Education.

The postal requirements prohibit our making reference in our reading pages to any matter appearing in the advertising section of this magazine. We aim to comply with, or abide by, those requirements. Nevertheless, in this issue appears an announcement which we believe calls for special consideration, for it is not really an advertisement but the opening of a campaign of education, and deals with a subject that is of vital importance to the printer who

requires the quickest possible service from the electrotyper. It is, therefore, to the fullest extent an educational feature, and one that is timely.

This campaign of education has been started by the International Association of Electrotypers for the purpose of explaining how printers can secure better service by putting into practice proper methods of preparing forms for electrotyping. All too frequently printers send to the foundry forms that are not properly locked up or prepared, and when they do not get the results or the service desired — well, it seems to be human nature to kick and blame the other fellow. A little coöperation in the way of the proper preparation of forms for electrotyping will save considerable difficulty, and will enable the electrotyper to render better service and give better results, and service and results are what we are all looking for.

The electrotyper is the last one to get the forms before they are ready for printing, and by the time he does get them they are generally wanted in a hurry, as the presses are probably waiting. This means that the electrotyper has to rush his work, at times to the detriment of the finished product, in order to meet the requirements of the printer. Here, again, a little coöperation in the way of more careful planning of work so as to have the plates made as far ahead of time as possible will result in benefit to all concerned.

These are days when coöperation is necessary. Abnormal times demand a closer working together on the part of all engaged in the business, to the end that better service may be rendered, results secured more quickly, and time saved. Therefore, printers should give careful attention to the campaign of the electrotypers, and heed the suggestions they have to offer.

The electrotypers' association, by the way, is to be commended for the campaign of education it is conducting.

The International Association of Printing House Craftsmen.

The Inland Printer has at all times stood behind every movement that is for the best interests of the printing industry. Therefore we heartily endorse the work that is being done by the International Association of Printing House Craftsmen toward forming local craftsmen's clubs in the various printing centers throughout the country. Having the opportunity of keeping in touch with the work of the Chicago club, and knowing something of its activities, we feel in a position to say, without qualification, that these clubs are an extremely important factor in the advancement of the industry, and that they should receive the encouragement of every employing printer.

As mentioned in a statement recently prepared by the international president, Perry R. Long, the object of the craftsmen's clubs is to "help the members as executives in printing plants to more efficiently fill their positions." This but briefly states the object, and it hardly does justice to the actual work done. By arranging lectures that are frequently accompanied by exhibits, stereopticon views or moving pictures, processes of manufacture have been shown. New machinery in actual operation has been demonstrated. Specimens of odd or unusual pieces of printing, some difficult to execute, others artistic, have been exhibited. Trips through different plants have been arranged. Committees are maintained for the purpose of rendering service and seeking the solution of problems confronting the members. By no means the least valuable feature is the association with other executives, comparing notes, exchanging ideas, and discussing matters pertaining to the work in the plant.

We trust that this movement receives the encouragement and support it deserves, and look forward to the formation of many more of these craftsmen's clubs.

"How Much Do You Know?"

The editor has been favored with a copy of the second issue of an interesting eight page paper, "The Men's Club Booster," which is published "to promote interest and good fellowship" in the Men's Club of the University of Chicago Press. The first heading to catch our attention was the one given above, which was used over an announcement of a contest on subjects pertaining to printing. As stated in the announcement, "every one connected with the printing and publishing business should be acquainted with the outstanding facts of the history and progress of his chosen line of work." Twenty questions were set forth, and prizes offered for the three best answers. The questions follow:

1. Who is generally accepted as the inventor of printing with movable types? 2. Where and when did he make the invention? 3. Who was his associate in business? 4. Was their business financially successful? 5. Is there any controversy as to who was the inventor? 6. If so, who is the other claimant and where was he located? 7. What well known encyclopedia supports the latter? 8. Who invented italic type, and where and when? 9. Name two early Venetian, two early French, and two early Dutch printers. 10. Who was the first great English printer? 11. Who was the first great American printer? 12. Where and when was the first press established in the United States? 13. Name the press founded by Whittingham; Morris; Ricketts; Updike; De Vinne; Houghton. 14. Who invented the monotype? 15. Who invented the linotype? 16. What is the principal difference between the two machines? 17. Name three other typesetting machines. 18. What concern introduced the point system of type measurement? 19. What is the unit of the point system? 20. What were the old names of the following sizes of type: 4½ point? 5 point? 7 point? 9 point? 11 point? 14 point? 16 point? 18 point?

How many of our readers can answer these questions offhand, without looking them up? Try it and see. Do not send us the answers. We are not offering any prizes. The effort will be well worth while.

This brings to mind the value of holding contests of this nature among those employed in printing plants, whether those plants are large or small. It would be a splendid thing for the industry if more adopted the plan and instituted regular contests, requiring answers to questions relating to the history and progress of the industry. No one can know too much about the work in which he is engaged, and such contests stimulate the desire for further knowledge.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words subject to revision.

Where Are the Millionaires?

To the Editor: FLUSHING, NEW YORK.

In the March number of the *Type Metal Magazine* there appears a statement attributed to Roger Babson that after making an industrial survey of the entire United States he was unable to find a single industry in which some man had not made a million dollars.

Glory be!

Will Mr. Babson — or any other statistician — kindly enumerate the commercial printers in the millionaire class?

L. S. CASE.

More About Vocational Schools.

To the Editor: HOLYOKE, MASSACHUSETTS.

Although I am willing to admit that THE INLAND PRINTER is the "leading trade journal of the world," I am not so willing to admit that it is always right in its editorials.

In the March issue, on the first page of the Editorial section, under the heading "The Apprentice Question," you say:

> To some extent the vocational schools are helping to solve the problem, but at best the training given in such schools can be only superficial, especially with conditions as they exist in these schools today. This is not the fault of the instructors — it is due to the system. The pupils are expected to take the course in printing merely as a supplementary study in connection with their other school work, and the time allotted to the instruction in the classes is not sufficient to produce efficiency.

The dictionary gives a definition of the word vocational as applied to a school, "A school the *main* purpose of which is to provide training for the occupations, or vocations, whether the professions, commerce or trade." The State Board of Education in Massachusetts says, "Vocational education is any education the *controlling* purpose of which is to fit for profitable employment." From these quotations you can readily see that vocational schools in Massachusetts are not schools where "the pupils are expected to take a course in printing in connection with their other school work."

The Holyoke Vocational School has a thirty-five hour week consisting of five days of seven hours each. A pupil entering the school may pick out any vocation he believes he is fitted for, and after a consultation with the director is placed in the department of his choosing. The course is three and one-half years, and each instructor is allowed but fifteen pupils.

It might interest you to know just how much shop work a boy does in a school of this kind. Every department is a complete and well equipped shop, with the exception of the Academic Department, which is a classroom.

First year boys — sixty-nine per cent shop; eleven per cent related and applied; twenty per cent non-vocational.

Second year boys — sixty-three per cent shop; seventeen per cent related work; twenty per cent non-vocational.

Third year boys — fifty-eight per cent shop; twenty-two per cent related; twenty per cent non-vocational.

Fourth year boys — fifty-eight per cent shop; twenty-two per cent related; twenty per cent non-vocational.

The related work is all taught in the shop by the shop instructor, and in the printing department this comprises shop arithmetic, shop science, sketching and layouts, trade English, etc. The non-vocational work consists of two hours gymnasium work, one hour swimming pool, and four hours academic work, such as civics, English, mathematics, etc., in the classroom.

I think little more need be said about what the aim of a vocational school is in Massachusetts. I really believe you have confused the vocational schools with the prevocational, continuation, manual training and coöperative schools. However, I hope that the explanation here given as to the amount of time spent in the school shop, together with the statements that all boys of this department above the first year are working at the trade afternoons after school and on Saturdays, that employers are continually calling here to borrow a boy for a day, that one hundred per cent of the graduates of the printing department are now in the trade, that seventy per cent of the boys who stayed one year or more are now in the trade, and that all these boys went out self respecting workmen with a thorough appreciation of our craft, will convince you of the value of one vocational school to the trade.

RICHARD V. BARRY,
Head of Printing Department, Holyoke Vocational School.

WHY I LIKE SMITH, THE PRINTER.

BY G. W. TUTTLE.

Because he takes two minutes to think before he promises a job at a certain hour; then when he says "Tuesday forenoon, at 10 o'clock," he never means Friday afternoon at 4:30.

Because Smith's work reminds me of the picture of a placid trout brook that hangs on memory's walls, instead of reminding me of some sewer-defiled, muddy river.

Because all of Smith's profits do not go into the waste barrel.

Because I have no affinity for a slipshod job, while Smith hates poor work as he does the devil.

Because Smith simply will not work for nothing and board himself at H. C. of L. simply to keep Jones from getting a job — "cut off his nose to spite his face," as the old saying goes.

Because Smith does not proofread three columns at once and then growl at making good his errors of proofreading until patrons club together to purchase him a dog license with growling permit attached.

Because Smith never swells up like a toad in fly season, and says: "I am the best printer in the State o' Illinois." Smith understands human nature; he knows that patrons delight in discovering a few things for themselves, and that most of us are born discoverers.

Because a restful feeling comes over me when I hobnob with one of Smith's jobs in my office — I never wish I were blind, or afflicted with loss of all esthetic taste.

Because Smith likes me!

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

JAMES BOOTH, a pressman at Clitheroe, aged seventy-three, recently lost both his hands, which were accidentally drawn between the rollers of a press.

THE noted house of Raphael Tuck & Co., of London, producers of fine color printing, in the last year made a net profit of £60,100, being a record year for the concern.

THERE is predicted another advance in the price of new novels. It may be eight or nine shillings for novels of average length. At present the price is generally seven shillings.

RELIEF and pensions totaling £7,777 were disbursed by the Newspaper Press Fund during 1919, according to its annual report, and 268 members were added, bringing the membership up to 2,805.

THE employees of the typefounding house of Stevenson, Blake & Co., at Sheffield, have obtained a raise in wages, ranging from two to four shillings per week for time hands, and from eight to sixteen per cent for piece hands.

WILLIAM LOWMAN, who has been in the employment of the Eton College Press for sixty-five years, has been presented with a silver salver in appreciation of his long service, the directors of Spottiswoode, Ballentyne & Co. being the donors.

IT is proposed to erect a sanatorium at Wellesborough, near Bosworth, for the National Society of Operative Printers and Assistants. It is said that Lord Northcliffe is interested in the scheme and that the buildings of the sanatorium will be such as the craft can be proud of.

IT is reported that the actual amount of British paper money now being printed is comparatively small, and is used largely in substitution for dirty and worn notes. Now that the National Treasury has decided to "dilute" the silver, all the small paper currency (from one to five shillings) which was printed many months ago is to be destroyed. Something like £150,000,000 worth of five shilling notes were printed by Waterlow Brothers & Layton, who are today executing orders for nearly every continental government and are also printing the Indian rupee notes.

GERMANY.

THE university printing office at Erlangen (Junge & Sohn) is now three hundred years old, having been started at Altdorf near Nuremberg in 1619.

THE publishing house of Ullstein & Co., of Berlin, is offering a series of prizes, the highest being 20,000 marks, for the best mechanical method of "stuffing" or inserting newspaper sections. The opportunity to enter devices is open until August 31, 1920.

BECAUSE of lack of fuel, a large number of paper mills have been obliged to stop production, in consequence of which newspapers are in great straits. Since the beginning of the year the price of paper has risen to ten or eleven times that quoted in 1914. The publishers have asked the Government for help to get paper, but the Government finds itself unable to give any assistance.

AN association of designers and planners for the graphic arts, which was started in April, 1919, and now has about two hundred and fifty members, has just issued a price list governing all classes of the work, such as type and ornament designing, sketches, layouts and dummies for jobwork, books, calendars, periodicals, advertisements, etc. The keynote of the price list is, "No sketches, layouts or dummies to be given free."

A CONFERENCE of interested persons from Germany, Austria and Switzerland was recently held in Berlin to consider a further revision of the spelling of the German language, and to improve upon the revisions given in the Dr. Duden's dictionaries, now some years in general use. The efforts seem to be concentrated upon the elimination of much of the capitalization, of letters indicating prolongation of vowel sounds, and of foreign elements in the alphabet.

THE D. Stempel Typefounding Company, of Frankfurt a. M., has issued a jubilee booklet to celebrate the twenty-fifth year of its existence. From a very humble beginning this concern has grown to be one of the foremost in Germany, having now about five hundred employees, and possessing some five hundred thousand type punches engraved in its own house and about one million five hundred thousand matrices for casting type, among which are matrices for almost every printed language in the world.

A CORRESPONDENT in Hamburg who is engaged in typefounding, writes: "We are enormously busy. We are receiving immense orders from the northern countries, which we can not fill. The reason for these orders is the sinking value of the mark. The prices now prevailing for type are frightfully high. For letter type metal we have to pay 587 marks per 100 kilograms (equal in prewar days to 63½ cents per pound), about ten times as much as the price used to be. Hence our charges for type are ten times the prewar prices. The obtaining of fuel for our foundry is one of our greatest drawbacks."

FRANCE.

THE French postoffice department has raised the prices of letter cards and stamped envelopes and newspaper wrappers.

THE Ecole Estienne, said to be the largest printing trade school in the world, was started at Paris in 1889. The installation of the school has cost over a million francs.

ALBERT HAEMERS, treasurer of the Syndical Chamber of Master Printers, at Rouen, has been honored with the title of Chevalier of the Legion of Honor. The King of Belgium, in recognition of notable war service, has given him the cross of an officer of the Order of Leopold. His wife at the same time received from Queen Elizabeth the Cross of Merit.

AUSTRIA.

BECAUSE of the sinking in value of the country's money, the price of a 98 by 130 centimeter size Miehle press is 180,000 crowns, provided, of course, that it is possible to find one for sale.

THE National Printing Office has received an order from the German Government for the printing of ten million fifty mark notes, which the German National Printing Office could not undertake because a Spartacist mob had attacked its works and done great damage to machinery and utensils.

DENMARK.

DUE to great difficulties experienced by the paper mills and the consequent diminution of output, paper prices have advanced one hundred per cent. At a recent conference of publishers in Copenhagen it was decided to reduce the use of paper by twenty per cent.

HUNGARY.

PRINTING type may now be imported into this country without an import license.

IN GENERAL.

THE world has in recent years been flooded with new issues of postage stamps. In 1914 there were brought out 1,286 new stamp designs, the highest number of any year up until then. In the year 1919 about 2,000 fresh designs came out, of which 1,500 were issued by the newly formed governments. Poland alone issued some 400, Ukraine about 175, Czecho-Slavia and Jugo-Slavia each 150, and Fiume as many as 75. The remaining States seemed to be satisfied with 30 to 50 issues.

Collectanea Typographica

By HENRY LEWIS BULLEN

The Mission of Printing.

To hold and trim the torch of Truth,
And wave it o'er a darkened earth!
To sway the yearning heart of youth
And give to earnest thought its birth!
This is thy mission to mankind,
Thou mighty Mercury of Mind.
—Selected.

* * * *

Ennobling Art! what honored names are thine:
Scholars* like him that versed the holy page,
Philosophers† that turned the lightning's path,
And poets‡ who have tuned the living lyre!
—Selected.

*Robert Estienne, who, in 1548, first subdivided the Bible into chapters and verses, substantially as in the current editions.

†Benjamin Franklin, discoverer of the negative and positive qualities of electricity and the first to make electricity useful to mankind; Michael Farraday, inventor of the dynamo; Thomas Edison, inventor of the incandescent electric light.

‡Whitman, Beranger, Michelet, Montgomery, William Morris.

Pre-eminent in usefulness to mankind, our Art of Printing has a splendid roll of famous useful men. Why then is the printer without honor in these United States? Because the American printer usually knows little and cares less about the inspiring history of his art and those who have made it illustrious.

* * * *

Precision Machines.

NOW, you're thinking of toolmakers' lathes, micrometers, and other things that work to infinitesimal limits. But we are thinking of our own printing presses. They're just as fine.

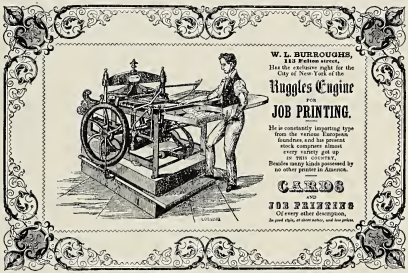
Take this big cylinder press over here. It has a bed nearly five feet wide and a cylinder nearly two feet in diameter. It's full of racks and cog wheels and air cushions and all that, and yet the bed and the cylinder have to meet at a given point within less than a thousandth of an inch. If they didn't, where would your color register come in? Think of a sheet of paper, or a run of fifty thousand sheets, all running without a second's delay, and all hitting the form with almost absolute precision.

Takes good machinery for such a job. And a trained matured organization. And a fine system in the shop. And all the while it's speed, speed, for you want the job — quick. And you get it.

Type is also precision stuff. And type is soft metal, yet it is precise. At least, type is precise in our shop. Mostly new. Wears out fast, but we keep it coming — new. Costs money, but quality is never cheap.— *Warde's Words.*

Are the buyers of printing properly instructed as to the immense outlay for machinery and appliances of the highest degree of accuracy used in producing their work? Steel mills are great enough, but their machinery is crude. Textile mills are great, but there is no fineness in textile machinery. Machine tools do wonderful things, but most of them depend upon accurate adjustments made by the operators. Take typefounders' types: there is no other article made in large quantities that approaches types in accuracy. The typefounder works to ten-thousandths of an inch, which is the tenth of the thickness of a cigarette paper! Types made today are required to work in perfect adjustment with types made a dozen years ago, and they do it!

Types of one body made on hundreds of machines in various typefoundries must agree with each other perfectly, and they do! Davis & Warde, of Pittsburgh, had a good idea when they printed the above essay on precision machines. There is no great business so poorly advertised as is Printing. There are few other businesses which have so illimitable a field for expansion by means of advertising. The glorious occupation, teeming with opportunities, is too largely in the control of the mechanical minded.



The Printing Art and the Printing Machine in 1848.

Advertisement of W. L. Burroughs, of New York, who had the exclusive right to use in that city the "Ruggles Engine for Job Printing." It was the first successful treadle self inking job press, but Ruggles kept on urging his ideas until he developed a job press not dissimilar to our Gordon press. The main features of the Gordon job press were invented by Ruggles. The original advertisement is 4¾ by 7 inches.

* * * *

A Fool, and Worse!

"I'm not interested in training workmen or apprentices. I buy my labor as I do my paper, from the existing market —and somebody will keep it supplied."— *New York Employing Printer*, as reported in proceedings of the 1919 U. T. A. convention.

* * * *

In Washington they turn paper and printer's ink into money, but every consistent advertiser is doing this.— *Dyer's Dyergrams.*

Kelmscott Editions.

THE Kelmscott Press books, now esteemed as among the choice art works of all time, are steadily mounting in value. Lovers of the art of the book are eager to possess them, but among lovers of the art of the book, alas, how few are printers! Alas, we say, because the printers miss so much that they need to inspire them and to enable them to gain that place of reputation in public estimation which is theirs if they were but worthy to resume it. It should not be true that men of occupations other than printing are more appreciative of the art of printing than are the printers. *Collectanea* looks forward to a time when of two men of equal means and manners, the one who is a broker (or peddler of bonds and stocks) shall not be held in higher honor than the other who is a printer, producing the most necessary commodity in this world for enlightening all sorts and conditions of men. Actually, though, in our time, the stock brokers as a class are more appreciative of the higher art of the book than are the printers. The stock brokers buy great books, while the printers do not. If printers lack the money to buy great works of their own art it is because nothing they ever do convinces their customers that there is any art in printing — it's all done by machinery.

It's a case of "Who is worse shod than the shoemaker's wife?" or "Him that makes shoes goes barefoot himself," as the old proverbs say.

* * * *

A Tribute to William Morris, Printer.

ON March 16 and 17 the first part of the entrancing library of the late H. Buxton Forman was sold at auction in New York. Forman, a distinguished man of letters, was the personal friend of two notable printers, William Morris and Walt Whitman. Forman was attracted to these men by their literary and poetic eminence. The catalogue of sale shows thirty-nine Whitman items, some of the greatest rarity, including the "Hospital Note Book," in manuscript, a diary kept by the good gray poet while he was acting as volunteer nurse in the battlefields and hospitals during the Civil War.

Forman is the author of "The Books of William Morris Described, with some Account of his Doings in Literature and the Allied Crafts," the introduction to which is "The Life Poetic as Lived by William Morris."

The catalogue shows that Forman was the possessor of twenty-six books, printed and in manuscript, of which William Morris was the author, all published before the founding of the Kelmscott Press. Of Kelmscott Press editions fifty-five are catalogued. For these great examples of printing Forman had a special book plate, showing Kelmscott House and Church, with the verse printed below, a fitting tribute to the man to whom every printer doing good work in America is deeply a debtor.

OF MORRIS LIVING IN THE LEAVES OF THIS
BOOK, PRINTED BY HIM AND OWNED
BY H. BUXTON FORMAN —

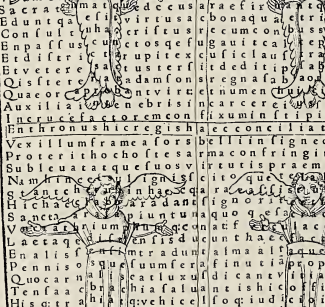
"Tis meet you should not have to guess
Who owns this book from Kelmscott Press:
Therefore I do you know to wit
'Tis mine who set this mark in it.

And not because the book is mine,
I bid you keep it clean and fine.
Turning the leaves with reverent care;
Nor yet because men hold it rare:
But look you how the master hand
Wrought what the master spirit plann'd,
And shaped it of the goodliest
Before he entered on his rest.
And tho' by Kelmscott Church he lies
So quiet that he may not rise,
Or have again desire or will,
He lives within these pages still;
So hearken what his lover saith,
And read herein with bated breath.

Better Profits in Brains.

TOO many printers regard their field with narrow vision. They are, even in the humbler sorts of printing, furnishing a product of more dynamic power than any other. Let them get near the vital facts, and they will begin to charge for the persuasive influences of their printing in addition to time, overhead and materials. Many thousand persons live well by selling their brains — for mere advice as to how to avoid jail, hell, or sickness. Put printing on a professional basis, because it makes a client's business healthier or saves him from bankruptcy. There is an increasing number of those who are advisory printers, charging for brains. Printing is a highly profitable occupation with an illimitable field. Wherever it is not profitable, the cause is lack of mental capacity to make it so. The majority of proprietor printers are not intellectually equal to their opportunities. The machinery of printing is wonderful, its personnel lamentable. Observe the average caliber of the boys learning to print and wonder not that printing has lost its reputation.

IIII. figura. De Cherubin et Seraphin in Crucem scriptis et significatione eorum.



Difficult Composition in 1503.

Page from book printed in 1503 in Pforzheim in Baden by Thomas Anselm, showing clever justification of wood cuts with types and brass rules. The letters within the areas of the wood cuts and rules are red in the original, printed over the wood cuts or enclosed in brass rules; size of original, 7¼ by 8¼ inches. This very rare book, with twenty-eight somewhat similar tables, very ingeniously composed, was once the property of Theodore Low De Vinne. It is now in the Typographic Library and Museum in Jersey City.

THE JOHN M. WING FOUNDATION OF THE NEWBERRY LIBRARY.

BY E. E. SHELDON.

WITH the city ideally located and fast becoming the printing center of this country, it was no mere coincidence that led a Chicago publisher to establish in Chicago a foundation for a great library on printing. It was the vision of John M. Wing that led him to leave his fortune to establish a library as an inspiration and a joy to the workers in the industry greatest in the world in its far reaching influences and effects upon civilization. Equally happy was his choice of the Newberry Library to be the home of the Foundation. The library was already rich in material of interest to lovers of the art of printing.

John Mansir Wing was born April 17, 1845, at Ferndale, Oswego County, New York, and died at the Auditorium Hotel, Chicago, March 14, 1917. After a few terms at Pulaski Academy in New York, he became a printer's devil and later a compositor, serving on newspapers in Rome and Utica, New York. Finally he became a proofreader and an editorial writer. In August of 1865 he came to Chicago. After he had worked nine years for the *Chicago Times*, arrangements were made for him to take the son of the editor of the *Boston Herald* around the world. After returning from this trip, Mr. Wing founded the *Land Owner;* which he was running at the time of the Chicago fire. After the fire he went to New York, and in some trunks brought back enough material to keep his paper running. He had eight very successful years with this journal. Later he started another paper called the *Western Brewer*. He retired at the age of forty-three, and for the last twenty-nine years of his life he was a traveler as well as a collector of books.



John M. Wing.

Through the interest of Horace H. Martin, a book lover and lawyer in Chicago, Mr. Wing was persuaded several years before his death to enter into an arrangement with the trustees of the Newberry Library, whereby he was to leave his property to the Newberry Library for the establishment of a memorial collection to be known as the John M. Wing Foundation, and the trustees were to provide him with a private room in the library building where he could keep and use his private collection. Here Mr. Wing took up extra illustration, and, following this hobby, passed his later years in bookish seclusion. As he was a bachelor without near relatives, no family ties were ignored when he left by will practically all of his estate to the Newberry Library, with the direction that "the income from this bequest be used for the purchase of books which treat of ..... the history and development of the arts of printing, engraving and book illustration from the date of the introduction into Europe of the art of printing with type....."

He left the library approximately $250,000, the income of which will be available for the purchase of books. He also left his own private collection of books to be preserved as a personal memorial of the founder. These books are mostly of antiquarian interest only. Not many of them are connected directly with typographical matter, either in their text or physical make up. The income has been available for over a year. Last year nothing was done in connection with the Foundation except to purchase a certain number of books. On the first of January, 1920, a custodian was appointed, Pierce Butler, who has devoted his life to a study of books. Plans are rapidly being matured for the rearrangement of the matter in a special exhibition room, which will be a mecca for students of printing. So far as the material goes there is already available a group of examples of fine printing more representative than is available anywhere else in Chicago. The library has 306 books printed before 1500 A. D., including the work of such famous masters as Peter Schoeffer, Nicholas Jenson, the Aldines, Elzevirs and Plantins, Stephanus, Froeben and others. The Wing Foundation has bought most heavily of the work of William Morris' Kelmscott Press and that of his followers, the Doves, Ashendene, Vale and Riccardi Presses. But most notable of all its acquisitions, perhaps, are nearly three hundred volumes purchased from the private library of Theodore L. DeVinne, which was recently sold at auction in New York. Many of these books contain marginal notes and other marks of De Vinne's patient study.

The following paragraphs taken from a memorandum prepared by Mr. Butler will show the lines on which the collections will probably be developed:

"In its particular field of the typographic arts, the John M. Wing Foundation should be what the Newberry Library is in the broader realm of general culture. Concerning itself with the humanities of typography, this Foundation will avoid on the one hand the empirical limitation of the artizan and on the other the finical niceties of the dilettante, to devote itself whole heartedly to the accumulation of such things as will instruct, correct and inspire the makers and users of books in the higher aspects of typographic art. Loyalty to this ideal will require no austere refusal to receive into the collections treatises on mechanical processes or curiosities of printing. These will have their place, but they must be acquired and used with a frank recognition of their subordination to other and higher matters.

"There is need of such an institution in Chicago. In connection with the trade schools, and elsewhere, there are adequate collections of the literature covering modern printing practice. The Caxton Club and other agencies offer ample guidance for the collector of rarities and curiosities. But nowhere, in this city or in its surrounding territory, is there a typographical library built on a solid foundation of critical scholarship, where

an advanced student may find adequate resources for his studies. If the Wing Foundation is to supply the needs of such students, its collections must be developed along three distinct lines. On the historical side it must accumulate all the 'sources' and the more important secondary works relating to the invention, spread and development of printing during its earlier years. It must also acquire collections illustrative of the work of every printer or press down to the present day whose work is of real significance for the subsequent course of the art. On the theoretical side the Foundation must cover, both by examples and criticisms, the problems of artistic composition involved in such matters as letter construction, page proportions and arrangement, ornament, illustrations and the like. And finally, it must offer, as a source of inspiration to typographical workers, a collection of fine examples of the best work that has been accomplished in every important branch of printing....

"Another matter which may be worth considering at the present time is the question of incunabula. Dealers' catalogues, as well as many collectors, seem to find in that word alone ample proof of the entire desirability of any particular example of the class. Yet the mere fact that a volume is an incunabulum, which may mean no more than that it was printed in December, 1500, and not in January, 1501, is by no means a sufficient hall-mark of its bibliographical or typographical worth. The Wing Collection can not hope ever to have a copy of every 'cradle book' extant. The number of them, to say nothing of their prices, prevents such an inclusion..... An incunabulum may have a value for its historical features. We have a list, practically complete, of all the early books which are original documents in the history of printing. The Newberry Library already possesses the greater number of those whose market values are within our reach. There are, of course, a number of others which we can never hope to obtain, but the historical value of reliable facsimiles of these will be almost as great as that of the originals. The acquisition of such facsimiles should be made a part of the Wing program.

"Or again, an incunabulum may have what for the lack of a better term I have called a critical value. By this I mean the evidence of *why* the problems of design have been more successfully worked out by one line of development than another. Now the problems of design in typography relate to the forms of letter and page, ornament, and illustration. The Wing Foundation should include for each of these a select and comprehensive series of examples which will enable a student of these matters to attain a clear understanding of their origins, development and variations. Of these problems, that of letter form is undoubtedly the most complicated. The work of the earliest printers has a two fold value for the student; each craftsman designed his own letters with very little regard for what other men were doing and, moreover, these independent designs arose in an age when letter forms were still in a flexible state. If any particular designer had not himself been a manuscript scribe he was accustomed to handling the work of scribes. Indeed, he had probably learned to read from a written volume. Now, in pen work no two examples of the same letter were exactly alike; a skilled writer unconsciously modified the letter slightly into conformity with the rest of the word in which it appeared. But the printer has recourse to no such process. His types for any letter are identical in form, so in designing them he has to make them in such way that a printed page will be smooth in tone and in texture. His m's must not be so fat and his l's so thin that from a little distance the one would show on the page as black specks and the other as white holes. The tails of his y's must not be so conspicuous as to disfigure the page with a series of diagonal dashes. And so on through a thousand details. The early printers faced these problems no less than do modern type designers, but because the former lived in an age when letters were still plastic, they were, in the main, more successful than are their present day successors. Thus, their work represents a wealth of material that can nowhere else be found for a study of what is a good type face and what is not. Even their errors are significant. I believe that the Wing Foundation should ultimately include, in facsimile where necessary but in originals where possible, examples of every important type used during the first three generations of printers.



Pierce Butler, B.D., Ph.D.
Custodian of the John M. Wing Foundation.

"Finally, an incunabulum may have an esthetic value. The early printers were craftsmen in every sense of the word. Their work was produced from beginning to end by processes which were under the direct personal supervision of the master, if they were not actually performed by his hands. If he was an artist and had mastered his technique, the books he produced were works of art. As such they possess an inspirational value for all who can use them. In the history of fine printing it is a noteworthy fact that nearly every worker who has produced beautiful results has been a careful student of the work of these early printers. The Wing Foundation should have examples of the works of all the greater printers, and it should have examples of each printer in sufficient numbers so that the student shall be enabled not only to study his mannerisms in one piece of work but the spirit of his productions.

"Indeed, the same principle should hold in the selection of illustrative examples from any press. Our collection of Kelmscott books is a case in point. One often hears it said of the Morris books that 'when one has seen three of the books he has seen all.' I do not believe this. As an artist William Morris was not only a great man but a peculiar and a restless one. His printed books record ever new experiments, and, it must be confessed, a series of overemphases on each method as it was introduced. A serious student of the work of the Kelmscott Press must know something of the whole series if he is to understand the significance of any particular example."

Mr. Butler during the past three years had charge of the Book Selection Department at the Newberry Library. His experience thus fits him for the work of the new Foundation, since the present task of its keeper will be to purchase widely in the whole field of typographical literature. Familiarity with the old and rare book trade is thus, for the present at least, more important than a practical knowledge of modern shop practice. Mr. Butler, so far from being a printer, is purely a scholar; he was graduated from a Massachusetts high school, Dickinson College, Union Theological Seminary, Columbia University and Hartford Seminary.



AN artistic and unusual method of treatment for a catalog illustration, exemplifying the value of high grade art and color work for displaying the product advertised. The above specimen shows one of the pages of a de luxe catalog recently issued by the Royal Worcester Corset Company, printed in the company's private plant, at Worcester, Mass. Four color process plates by Zeese-Wilkinson Company of New York.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Half-Tone Cross Line Screen.

A British patent, No. 129266, granted to W. R. B. Larsen, is for a novel half-tone screen which is ingenious, though it remains to be seen whether it is a great improvement for any purpose that the present half-tone screen with proper diaphragms will not accomplish. This new screen is composed of two line screens ruled as usual, with the transparent line equal in width to the opaque one, both screens sealed together with the lines crossing at right angles. In ruling this Larsen screen, additional thin white lines are ruled at an angle of forty-five degrees to the other white lines, so that when the two screens are placed together face to face, transparent apertures appear where the opaque lines cross each other, and the corners of the larger apertures are extended. Results from it are now awaited with interest.

Rotagravure Tissue Improvement.

A. C. Braham, in English patent No. 137108, shows a much needed improvement in the carbon tissue used in rotagravure. In the days when photographs were fading out within a few years, carbon tissue was invented as a means of supplying a permanent picture. It was called carbon tissue because the gelatin of which it was made contained a pigment or ground carbon in suspension in the gelatin, and as the pigment could be of almost any color, pictures of any single color were obtainable. Since Karl Klic took advantage of carbon tissue for use in his wonderful invention of rotagravure, the manufacturers continued to make it a permanent material, though the opaque pigment made the tissue slow working and the grain in it was a further objection. This department has recommended the use of a dyed tissue, and now Mr. Braham has patented such a tissue. The only mistake he has made is in coloring it a burnt sienna, for if he would dye the tissue a blue it would offer less obstruction to light, and when it was developed on copper it would give an image which would show strongly against the polished copper roll.

Dry Plates Versus Wet Plates.

"My employer is anxious to take up dry plates entirely in place of wet collodion for line and tone, and argues that it will be cheaper and results will be just as good; will some readers give their experience?" This is a question asked in *Process Work*, and here are extracts from the answers:

"I have used both wet and dry plates, and am convinced that the wet plate is the process for quality, but the dry plate, in the hands of a good operator, can, I think, be worked more cheaply, though not for rush news work. In the case of very flat or indifferent copy, one can not locally reduce and improve the negative so well as when using the wet plate."

"The dry plate is good for large half-tone negatives. Small half-tones, particularly those copied direct from photographs, are best done by the wet plate. Though the dry plate is good for linework it can not compete with the wet plate for copying very fine lines. The dry plate is a necessary adjunct to an efficient studio, but it is not so good that the wet plate can be entirely excluded and superseded."

Daily Newspaper Illustration Beginnings.

William Hartley, in "Penrose's Annual for 1920," would give one the impression that daily newspaper illustration originated in London in 1890, that it was largely developed there, that he is the oldest daily newspaper artist living, etc.

Just to keep the history of illustrated journalism straight, let Mr. Hartley go to the British Museum and take down Volume 1 of the *New York Daily Graphic*, and he will get acquainted with the first daily newspaper in the world, which, he will find, continued for eighteen years, or until the time when the London dailies began to take the matter up seriously. In the 1873 volume he will find a picture of the photographic darkroom on wheels which the first photographer on a daily newspaper used. The *New York World* began daily news illustrations early in 1884, and all the other American newspapers quickly followed, so that New York was the birthplace of illustrated daily journalism as it was of most of the subsequent developments, such as the introduction of half-tones to newspapers. As to the oldest newspaper artist, William A. Rogers began on the *Daily Graphic* in New York over forty years ago, and he is still going strong.

Photoengraving for a Disabled Soldier.

The Federal Board for Vocational Training directs a disabled soldier to this department for information regarding the following: "(1) Is the trade overcrowded as the union men indicate, or are positions begging for trained men as the training schools intimate? (2) Is there such a thing as a one man shop, where one could turn out engravings all by oneself? (3) Relative to the schools, would the unions recognize such training by cutting down length of apprenticeship? (4) To specialize, which process at present offers the best chances of positions and which the best pay, and which is the most likely to cause eye strain? (5) Recommend some trade journals and books on photoengraving."

Answer.— (1) Better go to the source for this information. Write Louis Flader, 862 Monadnock block, Chicago, for the result of a survey that is being made on this subject. Also get from the training schools the list of positions some of their pupils occupy and the actual salaries they are receiving. (2) In 1881 the writer started a one man shop and lost all his little savings. He is not keen on recommending it. A one man shop today would be suicidal. (3) Write to Matthew Woll, 6111 Bishop street, Chicago, who can best answer this question. (4) Photoplanography, or photolithography; rotary photogravure, or rotagravure; photoengraving in half-tone, line,

three and four colors; collotype and photogravure, are lines of processwork in which there will be openings for competent men, and in the order named. There is always danger of eye strain in every branch of this work. (5) Apply to THE INLAND PRINTER for books on photoengraving. For twenty-six years this journal was the only trade publication in the world maintaining a process engraving department, so that its files give a history of the progress of the art during that period.

Cost of Engraving in Holland.

Leo Hagedorn, Harlem, Holland, writes: "In regard to your article in the January issue of THE INLAND PRINTER concerning the prices of blocks, I send you a list of the prices we get for the article here. As we suffer rather from awful German competition you will oblige me very much by telling what you think of our prices for the blocks and manner of calculation. Prices of blocks, minimum 100 square centimeter, or 16 square inches:

Line engraving, zinc	$4.00
Line engraving, copper	5.00
Half-tone, zinc	5.00
Half-tone, copper	6.00
Blocks for dye press, zinc	6.00
Blocks for dye press, copper	8.00
Three-color blocks, minimum 24 square inches, a set	30.00
Four-color blocks, minimum 24 square inches, a set	40.00

"When there is a circle, oval, vignette, deep etching, there is extra pay. For photographs made in a gallery or elsewhere, we charge for a negative of 35 square inches $3 each; 70 square inches, $4, and 84 square inches, $5 each. What are the wages paid in America?"

Answer.— By mail goes forward to you the scientific scale used in charging prices on blocks in this country, which scale is the result of years of cost finding. The prices paid labor depend upon the cost of living, which differs with locality. You can understand when the workman must pay $1 a dozen for eggs and $1 for five quarts of milk he must get corresponding wages to support a family.

New York Photoengravers' Silver Jubilee.

New York Photoengravers' Union No. 1 has issued a beautiful souvenir volume commemorating its twenty-fifth anniversary as a trade union. The charter of the union bears the date of November 12, 1894, and was signed by the late lamented W. B. Prescott, then president of the International Typographical Union. The history of New York Photoengravers' Union No. 1 is admirably told by Albert L. Armitage, the corresponding secretary. It is a most interesting and instructive story of the overcoming of innumerable obstacles.

In this department of THE INLAND PRINTER for October, 1894, there is a reference to the Elmira (N. Y.) State Reformatory's teaching its inmates photoengraving. This fact, related to the writer by Daniel McGinn, was what really stimulated the formation of the union. Men wanted to protect themselves from mingling with ex-convicts, and to prevent state institutions from becoming schools for counterfeiters was another motive that drove the photoengravers into an organization. The first work of the union was to appeal to Theodore Roosevelt, then governor, and after a long and hard fight a law was passed eliminating from penal institutions the teaching of photoengraving. Other States have since taken similar action. This was but a beginning in the correction of many evils which this union has accomplished in its short life.

Other contributors to the volume are: Matthew Woll, president International Photoengravers' Union of North America; Adolph Schuetz, president American Photoengravers' Association; Eugene Miller, ex-president American Photoengravers' Association; Henry F. Schmal, secretary-treasurer International Photoengravers' Union of North America; George Stein, Educational Commission, New York State Federation of Labor; Stephen H. Horgan; Charles E. Sherman, president Photoengravers' Board of Trade, New York; Louis Flader, commissioner American Photoengravers' Association; A. W. Morley, Jr., chairman Contract Committee, New York Photoengravers' Board of Trade; Albert R. Bourges; Frederick E. Katsch, vice-president New York Photoengravers' Union No. 1; H. D. Farquhar; Joseph J. Derse, Jr., president Associated Commercial Artists; James J. Freel, president International Stereotypers' and Electrotypers' Union; Marsden G. Scott, president International Typographical Union; Walter Reddick, president International Brotherhood of Book Binders; George L. Berry, president International Printing Pressmen and Assistants' Union; and E. J. Volz, president New York Photoengravers' Union No. 1, to whom is due the credit for editing, compiling and publishing the volume.

Three and Four Color Ink Standardization.

Charles A. Grotz, of the Trichromatic Engraving Company, New York, who has given twenty-eight years of his life to the making of color plates, is indignant at the manner in which the effort to standardize process inks is being exploited in the trade papers. He says: "I suggested at the Eastern conference of the photoengravers, held in New York a few years ago, that it would be a great saving if three and four color process inks were standardized. Louis Flader introduced it into the program of the last convention, where William J. Wilkinson explained fully the problems involved. Mr. Wilkinson was appointed chairman of our committee to investigate the matter and we will make a report to the coming convention. Any other committees of papermakers, advertising agents, etc., that are appointed are only wasting time. This is purely a photoengravers' problem and we will settle it. When we have settled upon the colored inks we should have, then it will be up to the inkmakers to show how near they can come to supplying these inks. For, beside the proper hues, inks must possess proper working qualities, and must not be prohibitive in price."

OUR FRONTISPIECE, "THE PLATE PRINTER."

Through the courtesy of Sidney Woodward, of the art department of the *Boston Post*, we show, as the frontispiece for this issue, a reproduction of "The Plate Printer," an etching by Dwight C. Sturges. Commenting on the etching, Mr. Woodward writes as follows:

"For several years past Dwight C. Sturges has deservedly held high rank among the best etchers in America. Each year since 1914, when his etchings were first shown, has brought a steady and sure advance, both here and abroad, in the reputation of this artist and the quality of his plates. To produce only one etching a year does not seem a great deal to accomplish, yet if that one be an unusual impression, it can easily be worth the time given it. This is just what Dwight Sturges has done. For in 'The Plate Printer,' his latest and only etching made during 1919, the artist has made an etching which can be called really notable.

"Mr. Sturges' etchings display a mastery in the method of representing light and shade, combined with a superior draftsmanship, which makes for free and easy handling of the penetcher's needle. His technique, too, is distinctly his own, for he has a way of playing with the needle which allows him to focus his attention on the effect of the whole rather than place distracting emphasis on the individual lines. It is, however, the human interest of his subjects that gives to the artist's etchings their justly popular appeal and which has caused one critic to call him the 'O. Henry' of etchers. 'The Plate Printer,' 'The Organ Grinder,' 'The Apple Woman,' 'The Pawn Shop,' 'The Derelicts,' 'Children,'—in other words, familiar types in all walks of life—are his subjects. Their universal appeal is proved by the demand for his work wherever it has been shown."

ADDING TO THE VALUE OF PRINTED MATTER BY DIE CUTTING.

BY HARRY BURGESS.

IT is doubtful whether the large majority of printers fully realize the added value that is given a piece of printed matter, especially advertising matter, by the process of die cutting. Die cutting, while not a simple process, has been developed to the extent that it is no longer the intricate process it was formerly known to be. In fact, any competent printer who will exercise a little patience and give a little time to practice can become proficient in the art. And it is an art that pays well, for once a customer is shown the



FIG. 1.

increased effectiveness that is given to his publicity matter, and how much more likely it is to attract attention, he generally is willing to pay the extra price. Die cutting, it may well be said, is coming to the front more and more, and there is no doubt but that it will receive a great deal more consideration in the future.

When die cutting is mentioned, as a general rule the first thing thought of is the old style method requiring the solid steel dies, which had to be made by the expert diemakers and were rather expensive. That is not the process to which we have reference in this article. We are here dealing with dies which can be run on any platen press, the Universal type of presses being better for the heavier pieces. The larger pieces can be cut on a cylinder press.

Let us consider first the added value which is given publicity matter. Take, for instance, the most simple form, that used for the specimen shown as Fig. 1. Parenthetically, it might be stated here that it is always better to start with the simple, easy pieces, and work into the more intricate forms. Fig. 1 is a reproduction of a small pamphlet of sixteen pages and cover,



FIG. 2.

the die requiring merely a single piece of cutting rule, bent to fit the curved shape at top and bottom, and straight at the right-hand side. Yet it can not be denied that the comparatively small amount of extra labor to give the representation of the actual package of oats makes the piece far more attractive,

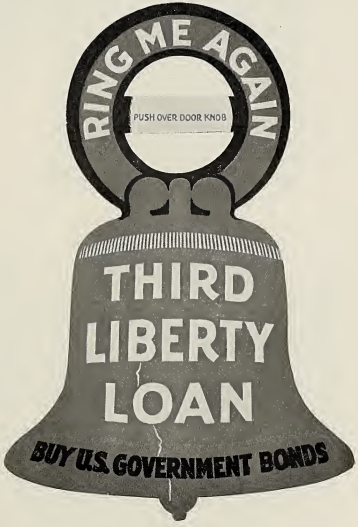


FIG. 3.

more effective, more likely to attract and hold attention, than if it were sent out as a piece of flat printing, cut square in the ordinary manner.

In Fig. 2 we have a design that is also simple, yet a little more difficult to handle than Fig. 1. This piece is folded and cut double so that it can be stood up. Who could resist picking up the "Louisiana hog" in the form shown? It immediately invites attention, and the natural impulse is to pocket it and take it home for the kiddies to play with. Thus additional

attention is called to it, for it is sure to be shown to visitors in the home, and the advertising is thereby spread.

Many will recall the cut out bell that was used in the third Liberty Loan campaign, shown as Fig. 3. This is another

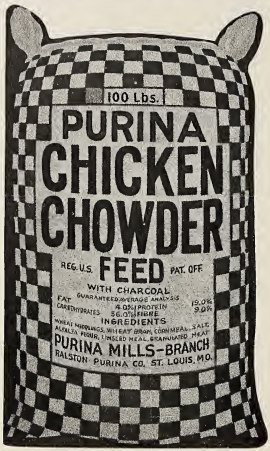


Fig. 4.

specimen of die cutting with ordinary steel cutting rules. When it is stated that the order called for the production of seven



Fig. 5.

million of these bells, it will be seen that the printer who did the work had a good sized job. Duplicate plates were made to the capacity of the full sized sheet, and the die likewise was made to fit the full printed sheet, the cutting being done on a cylinder press. By careful planning, alternating the position of the plates when locking up the form, much of the stock was used that otherwise would have been wasted.

Another example is shown in Figs. 4, 5 and 6. This specimen is a little more intricate, yet not difficult after one has worked out a few forms. Representing, as it does, the actual bag of chicken feed, it is a novelty that is bound to be examined, and the curiosity is aroused, so that the folder is opened and the eye sees the message on the inside. As it is opened, the cut out form of the chicken (Fig. 5) invites further attention.



Fig. 6.

Upon turning down the fold, the full spread (Fig. 6) is seen, and the attention is immediately directed to the reading matter shown thereon.

The card for Purina feed (Fig. 7) is still another example of gaining the utmost effectiveness in a piece of publicity matter and compelling further examination. In this specimen the view of the horse looking out of the cut out window at the bag of feed makes it practically impossible to resist opening the folder, when the man's hand (see Fig. 8) is seen. Opening and closing the folder causes the hand to be raised and lowered as though feeding the horse, a feature that sustains the interest and leads to further examination of the piece of printing.

The possibilities for using cut out forms are practically unlimited, dependent solely upon ingenuity and creative genius, and the printer who is developing his business and seeking new fields should not overlook them. By calling the attention of the customer to the added value given by the comparatively small amount of extra work, the printer is rendering a real service and also creating extra business. A good opportunity is open to the printer for creative selling, for much of this kind of work is really creative work.

Take the folder for "Electro" drills (Fig. 9). The cut out portion not only arouses curiosity, and leads the eye into the reading matter, but it also gives a much better idea of the device advertised. Yet this is another comparatively simple



Fig 7.

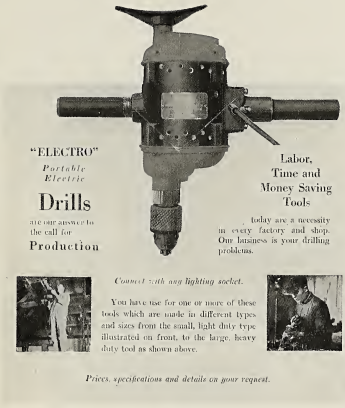


Fig. 9.



Fig. 8.

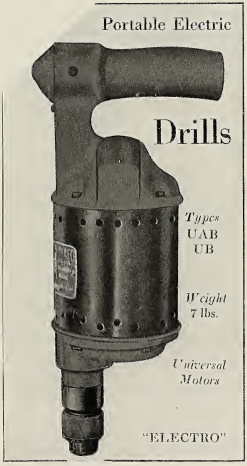


Fig. 10.

form, and by the use of scoring rules with the cutting rules, the same as in the specimen shown in Figs. 4, 5 and 6, the cut out part is made to fold in, so that when first seen the folder has the appearance shown in Fig. 10. It is an interesting specimen.



Fig. 11.

The cut out form of the tiger shown as Fig. 11 is far more likely to attract and hold the desired attention than if the picture were printed on a squared up sheet of card. As a piece of advertising matter its value, in the form shown, is enhanced ten fold and more. Likewise the basket of eatables (Fig. 12) is far more appetizing and more likely to create the desire to taste the good things displayed through the use of the cut out.

There are numerous ways in which unusually attractive pieces can be created, as shown in the display cards reproduced as Figs. 13 and 14. In both of these specimens the waste card cut from the sides of the figures is utilized to form easels so that the cards can stand on show cases or in display windows. These two forms call for a little more work in making the cutting dies, but they are by no means beyond the ability of the printer who uses his brains. It is certain that any one seeing either of these cards has a much better impression of Imperial undergarments than he would have had if he had merely seen an ordinary half-tone reproduction on a flat sheet of paper or card — a *favorable* impression is created.



Fig. 12.

We have emphasized principally the use of cut outs as applied to advertising matter. The field is by no means confined to this class of work. Greeting cards, holiday cards, place cards, novelties, and various other lines of work, can, by adding the finishing touch given by die cutting, be arranged and prepared in strikingly attractive form.

In planning cut outs, the first step, of course, is the design. This can be arranged for by getting in touch with any good

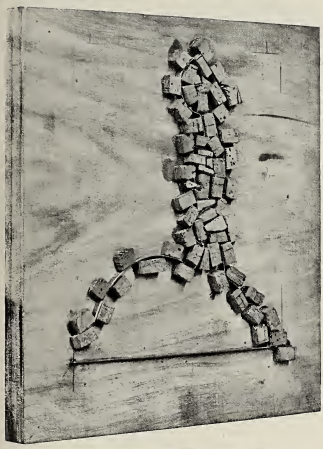


Fig. 13.



Fig. 14.

commercial artist. One point must be kept in mind when the drawings are being made: The color should be allowed to



View of Cutting Die, Showing Cutting Side.

extend slightly beyond the outline of the design, so that any slight imperfections in the cutting will not be noticeable.

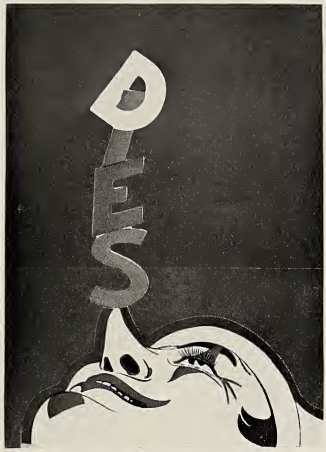
When the die is ready for the press it is locked in the chase in the same manner as any type form. To say that the make



Reverse Side of Cutting Die.

ready must be carefully done may seem curious to many who read this; nevertheless it is extremely important, as the entire die must be made to cut through the sheet cleanly, with the possible exception of small spots in a few places, in order to hold the pieces together and prevent them from falling apart while being removed from the press. Instead of using the regular tympan on the press for the cutting, a sheet of brass or zinc is attached to the platen. This gives a clean cut edge. The printed sheets are fed into the press and removed in the same manner as for printing. The work of separating the cut sheets is a simple matter and can easily be done by girls who are accustomed to handling paper.

To a very large extent the printing business today is getting away from the old custom of merely soliciting work which the customer actually has ready to give out to the printer. Progressive printers are working up ideas and laying out plans and



Reproduction of Specimen Cut from the Die Shown.

presenting them to their customers or "clients," thus actually creating business. Work of this character is not placed on the competitive basis, and the printer makes the proper charge for the idea. So with cut outs, the surface of the field has hardly been scratched, and the possibilities for new business are great. It rests with the printer to dig them up.

Printers who do not have the facilities for making their own dies can have them made by a house that is specializing on work of this character. Or, the printer can work out his own ideas, have the designs made, and do the printing, then send the printed sheets out to be die cut.

A few firms have built up good businesses by preparing cut out designs that can be furnished to printers as stock forms so that any matter desired may be printed thereon. The printer therefore has the opportunity of securing the ready cut sheets, which he can show to his customers and thus create additional business.

The printer who is constantly on the lookout for new ideas is the one that is keeping his presses busy turning out work, and making a good showing on the profit side of his ledger.

NATIONAL EDITORIAL ASSOCIATION CONVENTION.

Historic Boston will entertain the thirty-fifth annual convention of the National Editorial Association, opening on the morning of Monday, May 31, and continuing the entire week. The program of local entertainment will be in keeping with the three-hundredth anniversary of the landing of the pilgrims at Plymouth Rock, and will include sight-seeing trips to all points of interest tributary to Boston, and in the historic city itself. There will be a visit to the north shore of Massachusetts Bay, stopping at many of the quaint old towns en route, as well as at the more modern summer estates to be found at Beverly, Manchester and Magnolia. The local committee is planning auto rides over the city, a banquet on Monday night, and another on Wednesday evening. The Massachusetts Press Association will coöperate with the commercial organizations in making the convention one of the best and most enjoyable in the history of the National Editorial Association.

The convention is to be followed by an extended trip to eastern Canada, including visits to the notable spots of interest in the maritime provinces, the party leaving Boston by chartered steamship on Saturday evening, June 5, for Yarmouth, Nova Scotia.

The list of speakers for the Boston convention includes many notables, who will discuss problems of vital interest to the craft, especially dealing with print paper, government advertising, cost finding, etc., the detailed program being as follows:

Monday, May 31, 1920, opening session 11:00 A. M., Faneuil Hall. Patriotic songs, community music leader. Invocation, Rev. A. Z. Conrad, Park Street Church, Boston. Address of welcome, Mayor Peters. Address of welcome in behalf of state press association. Response, Past President Col. Lee J. Rountree, Bryan, Texas. President's annual address, Edward Albright, Gallatin, Tennessee. Appointment of committees. "Field Secretaries, State and National," E. J. Feuling, President, Iowa Press Association, New Hampton, Iowa.

Monday, 2:00 P. M. Convention sing, community music leader. "The Value of Price Lists in Country Offices," R. T. Porte, Salt Lake City, Utah. "Making the Paper a Community Power," Joe Mitchell Chappell, Boston. Revised Constitution and By-Laws, Past President Guy U. Hardy, Member of Congress, Canon City, Colorado. Report of field secretary, Past President H. C. Hotaling, St. Paul, Minnesota.

Evening banquet, address, speaker to be announced.

Wednesday, June 2, 9:30 A. M. Music, community song leader. "Future Paper Supply," Price Green, Industrial Commissioner, National Railway, Toronto, Canada. "Compulsory and Vocational Training — Will It Help the Print Shop?" H. H. Gross, Chicago, Illinois. "Government Advertising," Courtland Smith, President, American Press Association, New York city.

Wednesday, 2:00 P. M. Music. "American Red Cross Appreciation," Dr. Thomas E. Greene, Washington, D. C. "Who are the Real Bolshevists," John R. Rathon, *Providence Journal*, Providence, Rhode Island. "The Value of Country Correspondence in Building Circulation," H. U. Bailey, Princeton, Illinois.

Evening banquet, Address, "True Relations, Public Officials and the Press," Josephus Daniels, Secretary of the Navy, Washington, D. C.

Friday, June 4, 9:30 A. M. Music, community song leader. "How the Country Paper is Combating Disloyalty," F. E. Hadley, Past President, Minnesota Editorial Association. "A Woman's Method of Securing Advertising," Mrs. Edith O. Susong, Greenville, Tennessee. "The Possibilities of Increasing General Advertising for the Smaller Newspapers of the Country," Jason Rogers, Publisher *New York Globe*, New York city. Legislative Committee report, Past President George Hosmer, Bradentown, Florida.

Saturday, June 5, 9:30 A. M. Music, community song leader. "Solving the Print Paper Question," P. T. Dodge, President, International Paper Company, New York city. "Foreign Advertising," Paul T. Harber, Past President, Georgia Press Association, Commerce, Georgia. "Woman's Clubs and the Publicity They Ought to Have and Get," Miss Grace M. Burt, Past President, New England Women's Clubs, Newton, Massachusetts. Reports of committees. Election of officers.

SPECIAL EDITIONS.

BY JOHN E. ALLEN.

For an extended period a sectarian weekly newspaper in Iowa has been getting out "special editions" from time to time. One agent on the road has seen to the getting of advertising and news and feature copy, and another person has helped in the preparing of the copy for "sale" and publication.

The road man goes to some town that contains enough inhabitants of the religious belief of the paper that he represents, and looks the situation over. He gets general and specific information, and sends it to the second party to be written up for presentation to the merchants and others whom it is desired to interest. All of the advertisements appear in "reader" form, and all are about the same length.

Looking about the town visited, the solicitor sees that Tom Smith is in the furniture business and makes a specialty of selling vacuum cleaners. This information, together with a statement regarding the street and number of Smith's location, is forwarded to the desk man at home.

Later the man on the road takes the prepared reader and calls upon the firm written up. He asks the one in charge to look the copy over and state if it is correct. Then the proposition of the special edition is explained. The prospective advertiser is told that a write up of the town, containing illustrations of public institutions and chief industries, and featuring all of the leading enterprises of the community, is being planned, and that, for the privilege of having his reader appear with the readers of other prominent business men, it is only necessary for him to contract to purchase so many papers — fifty or one hundred or more — at 5 cents each, to be distributed by him to his friends and acquaintances.

As the write ups are rather clever in most cases, and as no money is required in advance, nearly all of those called upon are signed up to pay for a half hundred or more papers upon their delivery.

The write ups of the town and public utilities and main attractions are secured from the city hall or commercial club, and those of a religious nature are obtained from the local representatives of the faith of the publication.

Under the arrangement existing between the solicitor and the publisher of the paper, the publisher receives $1 for each reader run — about two hundred words in length — and the write up of the town and the accompanying feature stuff are included free of charge. Whatever balance remains over the $1 minimum price goes to the solicitor, who, in turn, has another arrangement with the one that prepares the copy for sale. Sometimes as many as five hundred reader advertisements are run in one of these special editions. Usually the publisher makes enough on each such deal to pay him to continue the practice, and more often than not the solicitor and advertisement writer do better in this way than it would be possible for them to do in most other lines of endeavor.

Aside from the direct revenue obtained from these special editions, the increased number of papers run off and circulated each time causes the publication to become better known throughout its territory and to be regarded in a better light by many because of the attractiveness of the editions themselves.

TYPOGRAPHY

EXECUTED BY THE STUDENTS *of the*
ELM VOCATIONAL SCHOOL
BUFFALO, NEW YORK



THE specimens shown in this exhibit are reproduced from a portfolio of samples of work produced as a part of the Course in Printing at the Elm Vocational School, Buffalo, New York

Published by THE INLAND PRINTER

MUSIC RECITAL

AT THE BELDING CONGREGATIONAL CHURCH, THURSDAY, MARCH FOURTH

□

Program

□

1 Love and Summer . . . . . *John West*
QUARTETTE

2 Doris Penny Tells Her Love Experience
MRS. WILLIS

3 The Clang of the Forge . . *Paul Rodney*
MR. PORTER

4 Memory . . . . . *Leslie*
MRS. JOHNSON, MRS. SHIRLEY AND MR. KNOWLES

5 The Fairy's Lullaby . . . *Alicia Needham*
MRS. JOHNSON

6 The Three Lost Years
MRS. WILLIS

7 The Beetle and the Flower . . . . *Veit*
QUARTETTE

8 The Garden of Sleep . . .*Isadore DeLara*
MR. KNOWLES

9 'Neath The Stars . . . . *Goring Thomas*
MRS. SHIRLEY AND MR. PORTER

10 Reading
MRS. WILLIS

11 Spring . . . . . *Coenen*
MRS. SHIRLEY

Program by Elmer Hiemenz, Age Fifteen.

Vocational School Philosophy

I AM ONLY A PIECE OF WORK. After I leave your hands you may never see me again. People looking at me, however, will see you and, so far as they are concerned, I'll be you. Put into me your best so that I may speak to all who see me and tell them of the master workman who wrought me. Say to them through me, "I know what good work is." If I am well done, I will get into good company and keep up the standard. If I am shabby and poorly made, I will get into bad company. Then show through me your joy in what you do, so that I may go the way of all good work, announcing wherever I go that I stand for a workman that needeth not be ashamed.

William Chandler Smith

Wall Card by Irving Preuss, Age Fourteen.

FLOWERS FOR ALL OCCASIONS :: WE SOLICIT YOUR PATRONAGE AND GUARANTEE PERFECT SATISFACTION :: PRICES REASONABLE AND JUST

THE DAISY FLOWER SHOP

MRS. JAMES HIGGINS, Proprietor

457 ST. LOUIS AVENUE
PHILADELPHIA, PA.

Letter-Head by Carl Kumpf, Age Fourteen.

Henry Mandeville, *President* Andrew Kane, *Secretary* Patrick Manon, *Treasurer*

Radmon Printing Company

Fine Catalogue Builders

Designers : Engravers : Illustrators : Electrotypers

PUBLISHERS OF THE "IDEAL" MONTHLY JOURNAL

Madison and Krending Streets
New York City

Letter-Head by Joseph Rosen, Age Fifteen.

NORMAN TURLEY, President PHONES { WEST 1081 / MAIN 1812 H. MONTGOMERY, Secretary

The Boston Piano Company

700 West Seventh Street—corner Hope

Los Angeles, Cal.

Letter-Head by Kirk Johnston, Age Eighteen.

WILLIAM H. ALSCHULER, President W. J. HARRISON, Vice-President SAMUEL L. MORRISON, Cashier

AMERICAN BANK & TRUST COMPANY

CAPITAL AND SURPLUS, $1,000,000.00

Statement of Account

KANSAS CITY, KAN.

M

Bill-Head by Henry O'Hara, Age Fourteen.

JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

XIV—DECORATIVE BORDERS.*

PRIMARILY — and in a general sense — the term "border" is understood to mean a line marking an outside edge or limit. As such, it has numerous applications, and to detail them would be an affront to the general intelligence of compositors and others who are capable of designing type display. By the printer, the term, if unqualified, is generally understood to designate those ornamental characters cast on type bodies from which borders are formed, as well as the completed border. Thus we find the name derived from the most important purpose served — that is, in defining the limits of our displays, in holding them within bounds, and in giving to the assembled parts of a design that desirable effect of unity.

The primary purpose of a border is served quite as well by plain rules as by decorative borders — and plain line borders are, furthermore, much safer and more satisfactory in the general run of work. However, decorative borders bring to the designer a long train of other advantages which plain rules can not supply. Most pronounced among these is the decorative — sometimes pictorial — quality which they may impart. This advantage is materially strengthened when the character of the border is in keeping with the subject treated, when it suggests the same qualities, as, for instance, daintiness, luxuriousness, strength, etc. By no means the least important of the advantages which an ornamental border may have over plain rule is the effect it may exert in drawing attention to a composition through the beauty of effect produced, or otherwise as the case may be, although there is a danger in this always to be guarded against — the frame should not be so attractive that it draws attention from the picture. Borders may be made to add value and interest to a page without usurping the place of first importance.

Historically the border preceded the invention of printing, it being utilized to a great extent by the illuminators of manuscript books. It is an evolution from the initial letter, which preceded it. The early illuminators referred to were wont to draw a pendant from their initials, which at first modestly encroached upon the margin at the left side, then at left side and top, then at left side, top and bottom, as in Fig. 1 — a modern adaptation of the style in vogue at that time. In time this pendant circumscribed the page, and assumed the property of a border separate from the initial. We can, with this brief explanation, pass the historical phase of borders, for we are not so much concerned with when and how they came about as with how to use them effectively.

In discussing and illustrating the use of borders in giving the effect of unity and marking the limits of display, nothing whatever need be said in addition to what has been stated in the article on Rules. In those respects the same facts hold true with ornamental borders as with plain rule borders.

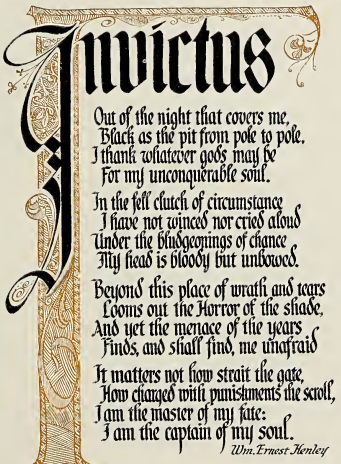


FIG. 1.

The first function of display, as has been stated, is to attract attention. While this fact is quite generally admitted, few realize the possibilities of borders in attracting attention, and fewer still utilize them with this express object in view. How successful a border may be in attracting attention to the advertisement of which it is a part is shown by Fig. 2. Occupying a full page in a late issue of *Collier's*, where the page limits served adequately to mark the limits of the advertisement and to separate it from other display — and in a measure at least to give it unity — a border was not required. That this advertisement is forceful in attracting attention is due solely to the border, quite the dominant feature about it. Attention once secured, the eye quite naturally is drawn to the

*Copyright, 1920, by J. L. Frazier.

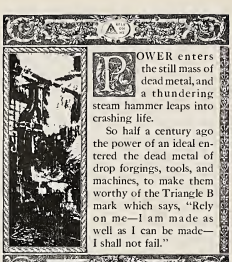


Fig. 2.

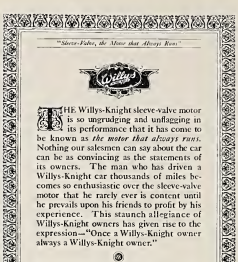


Fig. 3.

matter enclosed therein, which is set off by a larger measure of white than appears in the border itself—and, by the way, it is because of this white space that the border does not altogether "smother" the type. Assuredly, this border is much more elaborate, and contains within itself considerably more of interest than the ordinary type border, but it shows so effectively what borders may accomplish in attracting attention that it merits close study even by those who have only type borders at their disposal. That an ordinary type border may have a measure at least of the power to attract attention is shown by Fig. 3, a much narrower border made up of repeating units similar to many which are available to compositors and advertising men generally.

Ornamental borders not only may attract, but they may also suggest — another quality which the deservedly honored plain rule border possesses in but slight measure. An atmosphere in keeping with the subject treated in the display may be reflected in the border if good judgment is exercised in its selection, thereby making the reception more pleasant. Thus, in Fig. 4, the title page of a booklet advertising a high-grade automobile, we find a border that is quite the making of the page. It suggests quality and value quite plainly, and it is only natural that we should base our opinion of the product by the character of the booklet, of which this title page and its border are emblematic. This, of course, is an especially drawn

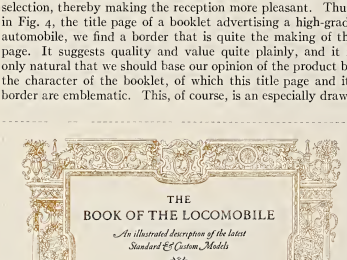


Fig. 4.

border and therefore not available to typographers generally, but it illustrates possibilities in this direction so admirably that it should, by example, stimulate effort and a degree of approximation at least with type borders. Daintiness and refinement are admirably suggested by the border which surrounds the advertisement for Cheney Brothers (Fig. 5). The use of light toned, thin line floriated borders is always appreciated by women, as such borders suggest the qualities that appeal most to them. Borders quite as suggestive of opposite characteristics, as, for example, robust strength, a quality inherent and desirable in many subjects for display, are available to compositors and designers.

Certain characteristics mark the design of the different nationalities and races — and these are quite generally known. When type display treats of one or another of these nationalities it is quite in order to dress it to fit the occasion. Such treatment is invariably appreciated. Considered in this light, what an admirable example Fig. 6 is. How admirably, too, the border has been constructed to match the type and illustration, which are quite similar to the Chinese



Fig. 5.

letters. Plain rules and two different styles of type borders were all the ingenious designer of this page required to complete his picture. An evidence of the Navajo is found in the border of Fig. 7, the units of which are the characteristic figures woven in the rugs produced by these people. Assuredly and unmistakably this display suggests the Indian. The fleur

de lis is the emblem of France, and France is the home of style in dress. Naturally, then, the name is a good one for stylish waists, and with the device formed into a border (Fig. 8) it suggests, because of the generally known facts concerning it, the qualities upon which dependence for sales is placed. It is in giving attention to points such as these that typography is often lifted above the commonplace.

In matching borders to type, most pleasing results are attained when both are of the same tone and when the characteristics of design and shape are identical, or at least similar. These points were generally covered in the articles on tone and shape harmony, but to refresh our minds — as well as to make direct applications to borders — several examples showing harmonious association of type and border are here given. Considered from the standpoint of shape and tone harmony, Figs. 9 and 10 are indeed exceptional. Almost — if not quite — as well matched in harmony are borders and type in Figs. 11 and 12, all of which are common styles available in almost any print shop worthy of the name. Visualize the border in Fig. 9 around the type of Fig. 10, or vice versa, and the border of Fig. 11 around the type of Fig. 12, or vice versa — and you will recognize the importance of harmony in shape and tone between type and border.

In Fig. 13 are shown several ornamental borders which by the nature of their design are especially well adapted for use with roman type faces. A few of them are to a great extent suggestive of the lines found in the round type of architecture. In Fig. 14, examples of borders are shown which, because based upon the principles of design underlying Gothic architecture, and the gothic types, are admirably suited for use with type faces of that character.

The gothic letter has associated with it the strong units and borders of the German designers, and in the work of William Morris the type became richer when broad border treatment was introduced. The Italian letter, whether upright or sloping, was in its inception delicate, and in the books in which it was used the ornamental borders were graceful and had fine lines. French and Italian pages, and those in imitation of them, have therefore the characteristics of refinement, concentration and interest, and a comparatively gray tone, while German and English books with heavy lettering often have wide borders with strong contrasts of black and white.

One of the most important considerations in the use of borders is their forcefulness in attraction as compared with the type they surround. In the use of decorative borders great care must be exercised lest they detract from the type. Borders in which the units are large enough and strong enough to individually attract the eye are the most troublesome and

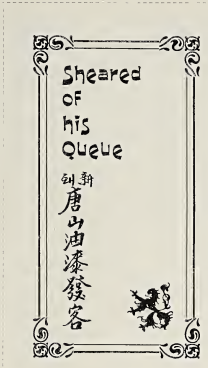


Fig. 6.

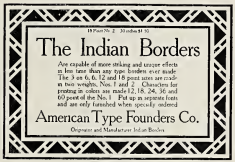


Fig. 7.

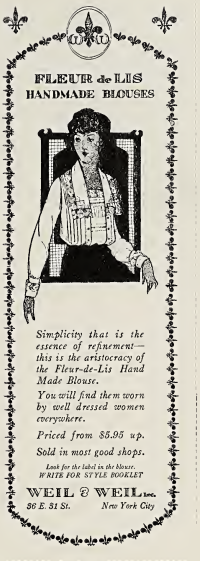


Fig. 8.



Fig. 9.



Fig. 10.

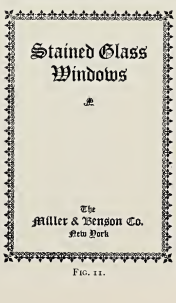


Fig. 11.

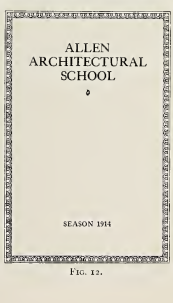


Fig. 12.

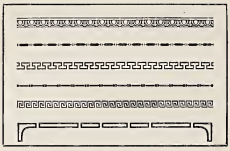


Fig. 13.

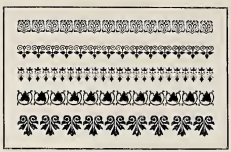


Fig. 14.

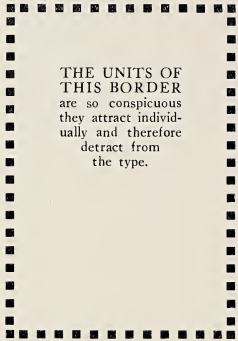


Fig. 15.

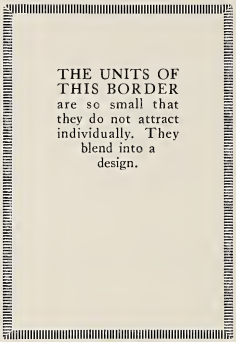


Fig. 16.

dangerous. Fig. 15 shows an illustration of the use of a border of this character. When we look at this design the eye sees the border as individual spots, each spot exercising a certain amount of attraction, and the unconscious attempt to look at all of them at the same time results in a confusion from which one seeks relief in the plainer borders. No matter how decorative the border may be, however, it is not objectionable if the various spots of which it is composed are small enough to blend into a design and lose their individuality. This is quite plainly demonstrated by Fig. 16. The border here used shows much more detail than that in Fig. 15, but it does not distract the eye from the type matter as much as the latter, because it is seen as a running band of color rather than as a succession of strong spots. Such borders as Fig. 15 should be avoided.

Conditions have a lot to do with the successful use of decorative borders in type display. If the border is especially strong and ornate, as in Fig. 4, it should be printed in a subdued color, as that worthy example was in its original form, or there should be a goodly amount of white space inside it and around the type.

Fig. 17 represents an attempt for a picturesque effect by the use of an exceptionally prominent border — perhaps with a view to attracting attention. Does this border, as used, have sufficient value in attracting attention to compensate for the loss of effectiveness otherwise? Plainly, it does not. The prominence of the display type is materially reduced by the prominence of the border, which also crowds the type closely. The act of reading is made irritating, and it is therefore difficult for the reader to concentrate. Under such conditions it is too much to hope that the words will be forcefully impressed on the mind of the reader and that he will be effectually influenced in favor of the service or article that is advertised.

In Fig. 18 the same type matter is shown surrounded by a plain rule border. One can see at a glance that the display is not so prominent and emphatic in Fig. 17 as it is in Fig. 18, for in the former the type is compelled to compete with the ornate border, which is exceptionally strong in attracting attention — perhaps to the advertisement, but assuredly from the type inside the border. It will be noted that in Fig. 17 an effect of a haze is given, a blurred appearance being suggested, whereas in Fig. 18 the image is clear cut and sharp. It is impressed on the reader's mind with the same sharpness as the eye sees a properly focused image on the ground glass of a camera — that is, not the least suggestion of a blur is evident.

This, then, is the great danger that must be guarded against in the use of ornamental borders. To use them with that rare degree of good judgment which obtains all their advantages for the display without any of their handicaps is a problem that, so far as the compositor is concerned, is not often solved. More license may be taken with forms of type display which are assured of a reading than with those which must win a hearing. In the last named class we place newspaper advertisements especially, and, to a somewhat smaller extent, all other advertising. Therefore, ornamental borders should be used in that class of work with rare discretion. To know when all of their advantages have been secured, with none of their drawbacks, calls for careful consideration and study.

Plain rules make the best borders for general use in spite of their handicaps in attraction, suggestion and beauty. They serve all the practical purposes for which borders are intended — classification, unification, marking limits, etc. — with much less danger of their taking away from the prominence and readability of the type of the advertisement, which should be the dominant consideration at all times.

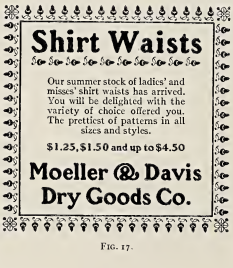


Fig. 17.



Fig. 18

THE PRINTER'S PUBLICITY

BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

"Dyergrams."

The house-organ idea among printers is growing constantly. R. C. Dyer & Co., Dallas, Texas, is one of the recent firms to put a publication in the business getting field. It is called *Dyergrams*, and the Easter issue, the front cover design of which we reproduce here (Fig. 1), merits approval. The magazine is a well printed product, and good stock is used. There is just enough color on each of its pages to add to its attractiveness. The contents throughout show that a serious effort has been made to have the publication of value to the users of printing and direct advertising. One subject treated is particularly worth while as advertising propaganda, and is one that the printing trade should stress in its publicity. That is the value of advertising to the salesmen.

Those who have had experience in advertising know that it paves the way for salesmen. *Dyergrams* points out that the best advertising method to be employed for this purpose is the direct by mail form. One form, it says, is the house-organ, and it advocates strongly the use of house-organs by business concerns.

Several short paragraphs, most of them dealing with the subject of direct advertising, are scattered through the house-organ. We reproduce a few:

Any successful business man can look back and see where he has spent money unwisely for advertising. And many a failure can look back to the time when he saved money unwisely by not advertising!

The optimist succeeds because of his optimism; the pessimist sometimes wins in spite of pessimism, and thus loses his own bet!

Wasted money is the cause of grave debates and stern measures; while wasted time slips unnoticed into the "loss" column, day after day.

Many a business man has gone up in the air who never rode in an aeroplane.

What this country needs is a League of Americans.

Direct advertising talks to a hundred or a thousand prospective buyers just as the salesman talks to one—and in the same period of time!

Don't risk random shots in firing your advertising broadsides; perfect the mailing list and aim for the whites of their eyes.

Your trade isn't as familiar with the good points of your product as you are; tell about these good points—over and over again. Advertising will do it.

No sale is really worth while unless the customer is glad he bought.

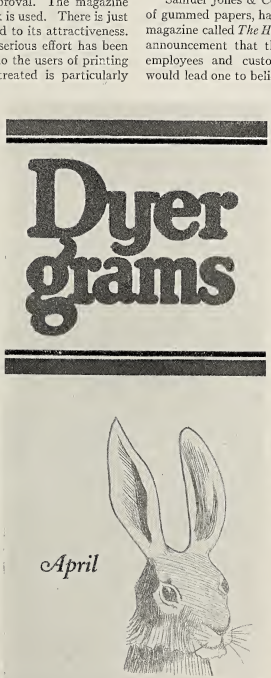


FIG. 1

There are some well written articles on printing and advertising in *Dyergrams*. Its usefulness, should its present quality be maintained, will no doubt very soon be apparent to the firm.

"The House of Jones."

Samuel Jones & Co., Newark, New Jersey, manufacturers of gummed papers, have begun the publication of a quarterly magazine called *The House of Jones*. The first issue makes the announcement that the periodical is in the interest of the employees and customers. The initial number, however, would lead one to believe that customers were lost sight of, for practically all of the matter therein is designed to interest and benefit employees only. This is in no way a discredit to the magazine, however, for a house-organ of this kind has a most valuable field for service in aiding and cementing together a staff such as the firm has. The magazine is well printed as a whole, and the contents are sufficiently personal and of such a nature as to derive good response from those connected with the company.

Ward, Ellwood & Co.

While admitting that Christmas greeting publicity is scarcely timely as a subject for the May issue of THE INLAND PRINTER, we feel that we should not forego mention of a most attractive and exceptionally well printed booklet that was sent out during the holidays by Ward, Ellwood & Co., Vancouver, B. C., and which has just come to our attention. One merit lies in the fact that it is something different; that it gets away from the stereotyped greeting card publicity so noticeable during the Christmas season. This booklet is 3½ by 6 inches and bears the title "Pathways in Life's Garden." The only advertising that it carries is on the first page, where is mentioned the company's name and the fact that the greeting is sent with the company's compliments. The other pages are devoted to brief original sentiments bearing on the title. There is an effective use of color on the cover and within the booklet.

As a piece of publicity for the time when it was issued it seems to be of

ALDUS MANUTIUS—FROM THE STORY OF THE RENAISSANCE BY WILLIAM HENRY HUDSON

THE STORY of the early printers of Italy makes an interesting chapter in the annals of humanism. Though I cannot take the space to retell it here, something must be said about the most famous of all the great Italian printing houses — the Aldine establishment at Venice. ¶ Its founder was Teobaldo Manucci, who, after the fashion of the time, Latinized his name into Aldus Manutius, whence he is now generally known as Aldo Manuzio. Born in 1450, he devoted himself in early life to Latin and Greek studies, and was for a time tutor in the family of the Prince of Carpi. One of his pupils, Alberto Pio, provided him with the means of executing the great plan which he presently formed: that of printing the whole of Greek literature. A few Greek books had already appeared from Italian presses, but nothing comparable with Aldo's gigantic project had yet been dreamed of. He settled in Venice in 1490, and was soon busy with the organization of his establishment, which was something more than a printing office, for his Greek types were

FIG. 2.

high class and one that will serve in an educational way on the subject of good printing. No doubt considerable interest was manifested by the recipients of this novel greeting.

According to a member of the firm, the policy of Ward, Ellwood & Co. regarding printers' advertising and publicity is that it should aim high. It should be something elevating and educative, if possible. He states that the firm believes that this is the kind of advertising that pays best. The company rarely, if ever, mentions price and never with a view of cheapening any of its products.

"The Printing Press."

The average person who reads a booklet issued by Edwin and Robert Grabhorn, San Francisco, will be put into a reflective mood. "What a wonderful thing printing is; what a vast part it has played in the world's history and civilization; what an art it is to produce good printing," and similar thoughts, naturally will come into the reader's mind.

"The Printing Press" is the title of this unusual booklet — unusual and refreshing as it bobs up in the stream of printers' publicity matter. It is solely educational and historical as to contents, telling the story of the greatest of all Italian printing houses — the Aldine establishment at Venice — and its founder, Aldus Manutius, taken from the "Story of the Renaissance," by William Henry Hudson. There is interest in every line of this tale of the Italian printer, who, back in 1490, established a great plant with the view of putting into print the whole of Greek literature. The story relates the trials and tribulations that confronted this most efficient and ambitious printer, and tells of the great measure of success that was his before his death in 1515. In the story, among other good things, one finds this very significant paragraph:

"The typography of these Aldine classics has never ceased to excite the admiration of all amateurs of printing. No previous printer had ever used such beautiful type. In particular, Aldo was the inventor of the types called corsivi, or cursive, which afterward came to be known as Aldine, and which we term italics. These are said to have been cut by his engraver on the model of Petrarch's handwriting, and they were first used on the Vergil of 1501. The work has a further claim to distinction as the first octavo volume ever issued. We can imagine its effect on readers at a time when clumsy quartos and folios alone were known."

All of this brief historical sketch on printing in the booklet is printed in italics, with this note of the printing firm at the end:

"The buyers of printing today are, as a rule, adverse to the use of italic for continuous reading, claiming it difficult to read. The italic type used here is from a design by Mr. Goudy. It has many excellent features to commend it, such as a proper relief of white within the letter itself, no excessive thick and thin strokes, and a slant more akin to roman than script. . . . For brochures, poetry and any class of literature that strives for an effect of elegance its use is urged."

There are several things about this publicity booklet that tend to make it unusual and effective. One is the stress that it puts upon the history of the printing trade and its great importance in connection with the world's development. Another is the interest that it arouses, not only in good printing as a whole but in the details, such as the selection of proper types. A sample page of the booklet is shown in Fig. 2.

Letter-Heads.

How well printing lends itself to advertising by means of sample products is effectively shown in a portfolio issued by the Innovation Art Service of August Becker, Printer, Brooklyn, New York. The firm prepared for a paper manufacturing concern a group of several letter-heads with decorative artwork as an advertising feature for the paper company. The Brooklyn

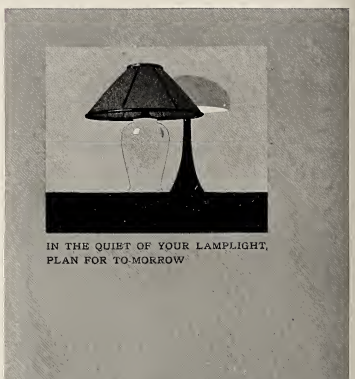


FIG. 3.

firm is now distributing the same series with a view of advertising its own service toward "waking up letter-heads" with the decorative artwork produced in its shop. The samples themselves make a strong plea for more life and color in the stationery used by business concerns. There is originality and a character to the individual specimens produced that should lead the average reader to ponder on the probable advertising value of properly executed letter-heads. There is a strong chance that these specimens would persuade him that his own stationery could likewise stand brightening up and thus be made not only more attractive but such that it would have a greater advertising pull.

There isn't much doubt but that the person into whose hands the portfolio falls will get to the specimens within, for the cover (see Fig. 3) bears a most attractive piece of colorwork tipped on, and it is so striking that he will undoubtedly look for more of the same sort inside the covers. The August Becker concern makes but little comment, leaving the specimens to tell the story, but takes occasion to make these points:

"Have you ever realized the real, actual advertising value that lies hidden in office stationery?

"Each letter, invoice, statement, envelope — every form that goes from your office, should and could, by its appearance and quality, act as a most efficient, though silent, salesman.

"The stationery you are now using probably answers well the purposes for which it was intended, but does it carry all, or any, of the advertising value that should be there, and could be put there at practically no additional expense?"

"Proof."

Publicity is a term that is stretched to cover a multitude of things. No small number of printers and advertising firms that are issuing publicity material give publicity to a lot of things which have a most remote bearing on printing and advertising. They exploit jokes and stories of one sort or another that hardly merit the effort; they put into print now and then a piece of indifferent verse; they even tell the business firms from whom they want to get printing business something about freight rates, or bore the reader with a pointless account of a trip once taken to a summer resort. When the reader has sifted out the wheat from the chaff he finds little wheat — that is, he hasn't found much of value about printing or advertising, the very thing for which he presumably took the time to read the magazine, booklet or circular.

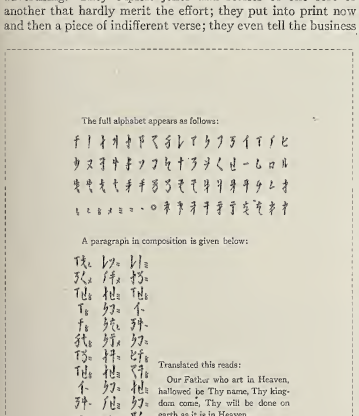


Fig. 4.

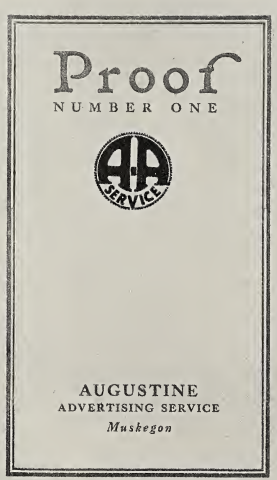


Fig. 5.

Not so with *Proof*, the new house-organ now coming from the Augustine Advertising Service, of Muskegon. This little magazine starts on its way with the very definite purpose of telling the reader just what the Augustine Advertising Service is, and what sort of work it can do for a client. The first number might well have been written by an able, accurate news reporter. There is a brief article telling just what the A-A Service is. Another tells the kind of work it specializes in. A third sets forth what the firm believes is necessary to sell a commodity. There follows a brief sketch, with a photograph, of the director of the firm and the experience he has had in advertising. Still another outlines, so that any one can understand it, the various elements that go to make up A-A Service. A page or so is devoted to accounts of what advertising prepared by the firm has done for clients.

When you have finished reading the booklet you have a rather intimate acquaintance with the Augustine Advertising Service, its aims and methods. In advertising itself the Augustine firm has followed sound advertising principles.

We show here (Fig. 5) the first page of this new house-organ, for which we predict a successful future.

The Cost Plus System.

In the advertising matter being sent out by printers an increased emphasis is being placed on the cost plus system. Among others the Miller & Hancock Company, Cincinnati, Ohio, exploits it in a circular letter it mailed out recently. After telling of an increased force of workmen, added equipment, and of its ability to handle even more business, the company states:

"The greatest satisfaction of all is that most of the work was placed with us on a 'cost plus' basis, insuring a fair price to both customer and printer.

"We have yet to be shown where we intentionally overcharged a customer on work given us without a previous quotation. Our cost system and reputation are your protection. Our customers are our friends and we would not take advantage of a friend on a bet."

Then, in its discussion of the matter of prices and their relation to good printing, *Printink*, issued by the Meyer-Rotier Printing Company, Milwaukee, Wisconsin, says in part:

"Our work is done on an accurate system of cost accounting. Some customers hand us their instructions and say 'Produce it.' Others like to use our cost plus system."

We could cite many other instances in printers' publicity material where such casual references as are made show how the cost plus system has taken hold. It is a healthy sign for the printing business. There has been a rapid development of the cost finding systems among printers in late years, with the rightful combination of this new basis for charges. Under the modern method, buyers of printing are paying for value received, something they did not have to do in the past, much to the detriment of the printers as a whole.

In *Printink*, the house-organ from which we quote reference to the cost plus system, the Meyer-Rotier Printing Company has an interesting and attractive magazine. We reproduce the front cover on this page (Fig. 6).



FIG. 6.

The Arbor Press, Inc.

In the final analysis, all advertising or publicity is business news. In every printing plant there is a vast amount of this information or news that can be disseminated in the form of most effective advertising. We offer here as an example of this sort of publicity a booklet issued by The Arbor Press, New York city. In a plain, matter of fact style it tells of an unusual job that came into that plant and of the successful way in which it was handled.

There was a missionary on the Island of Hainan, China, who invented a new Chinese alphabet that would reduce the spoken language of the island to printed form by so simple a method as to enable all of the inhabitants to learn to read. In many parts of China the written language differs from the spoken language, and the result is that only a few members of a community ever learn to read. The rest of the missionary's task is described thus in the booklet:

"The missionary was fortunate in finding in this country a Chinese scholar with rare ability in Chinese writing. It was he who made the first sketches. These were turned over to our typographical artist, who made large scale drawings of the letters, after having studied classic examples of Chinese printing and manuscript engrossing to the end that he might preserve to the greatest degree possible the spirit of the original calligraphy. The drawings were then criticized by Chinese scholars, and, after revision and approval, the letters were cut in steel in reduced size in the engraving department of our own typefoundry. The resulting matrices next went to our casting room for the production of the finished type.

"The succeeding process consisted in setting up the type in our composing room. The pages were then printed in the pressroom, and the booklets were finally bound up in our own bindery."

The booklet reproduces on one page the full alphabet and a paragraph in composition, with a translation (see Fig. 4).

"That is all very interesting," one may comment unsuspectingly, "but where is the advertising in it for the Arbor Press, Inc.?" The answer seems plain enough. No better argument could be presented to the prospective buyer of printing than that he could not find a better place to take his own printing problems than to a plant that had so successfully carried out this unusual job. This one bit of evidence of what the firm has done seems to be worth more than a big book filled with boastful assertions of what the plant can do, not backed by proof of any sort.

WHAT A COMMA WILL DO.

A large printing establishment was organizing its employees for fire prevention. Duties were assigned to each employee so that in case of fire each member of the organization would have his own particular task to perform.

The instructions were written out on small cards, and the cards were distributed to the employees.

One of the apprentice boys in the typesetting department got a card that read as follows: "Carry the benzine cans to the fire escape and then report to the foreman."

The lad read it over carefully, reached for his lead pencil, marked in a comma after the word "fire," and then took the card back to his foreman and asked for an easier job.— *By R. K. Bergstresser.*

MENTAL DYNAMITE.

Some one has said that the average printer needs some sort of mental dynamite to blow his mind out of the old ruts he has worn so deep, and set him thinking about new things. It is not because the old things he has been thinking of were all wrong or not worth thinking about, but because he needs a mental change that will give him a broader viewpoint and improve his mind. Thinking continuously along one or two channels keeps a man narrow and inefficient.

In the printing business there are so many lines of investigation and thought that are of real use in improving the earning capacity of the concern that there is no excuse other than indifference or laziness for one's being narrow and not in touch with progressive ideas. It is serving his own business best that will make of him a man of broader knowledge and give him a better trained mind.—*St. Paul Typothetae Messenger.*





The above specimens are reproduced from a recent number of "Schweizer Graphische Mitteilungen," a Swiss trade journal.

Eyn Horoskop

daß iſt Sterndeuterey oder

NATIVITAS

der erſamen und liebegetrewen Newvermelten.

annicher libt die ſchwaere konnſt avß der ſternenbillder vnnd planetarum Constellatione czu erſehen, was ain menſchenkindt inn ſeynem leben ſol erwarten vnnd iſt doch vil ainfacher vnnd baß avf denen Aeltern eyn augenmerck czu habenn, maßen man daravß leichtiglich erſiht weß art eyn mennleyn oder eyn frewleyn ſey. Vnnd iſt eyn verbindtung zwiſchen eyn mennleyn vnnd eyn frewleyn auch allzeitt gleich Alchemisterey vnnd gott verſtendtlich als eyn chemiſch formula, ſo eyn yeder adeptvs zu ergründen ſuchet vnnd iſt newgierig / waß avß denen retortis heravßkömbt. Vnnd iſt die formula HM, daß

Characteristic typography in "Typographische Jahrbücher," a German trade publication.

HERMANN GERSON
WERDERSCHER MARKT NR. 6
BERLIN



DIE
NEUEN MODELLE
HERBST 1920

Reproduced from "Archiv für Buchgewerbe und Graphik," Leipsic, Germany.

SPECIMENS

BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

Crawford County Democrat, English, Indiana.— Excellent display characterizes the poster for C. J. Sams. Our only suggestion for improvement would be to use two line bold face figures for the prices of the various items listed.

News Printing House, Charlotte, North Carolina.— Your business card, set in small sizes of Packard, is neat. The small line, "The Quality Shop," in light orange is too weak, however; red orange would have been a better color selection.

Lucian O. Holman, Flint, Michigan.— The organ of your local board of commerce, *Greater Flint*, is attractive and interesting. The cover design by Neff is striking, effective, and particularly appropriate, considering the nature of the publication.

W. H. Conrad, Medford, Wisconsin.— The miniature newspaper issued in place of birth announcements to "tell the world" of the arrival of a son and heir is decidedly interesting. Doubtless it created considerable stir among your friends because of its novelty.

Phillips & Wienes, New York city.— For downright class and novelty your type specimen book is a little gem. The small size is in itself an unusual feature, which makes the admirable manner in which the various type faces are demonstrated all the more remarkable.

Guy Rummell, Chicago, Illinois.— Specimens of the work done by the students under your direction at the Harrison Technical School are quite satisfactory, the title pages of the several programs being especially interesting in treatment. Presswork, generally, could be improved.

Trust Brothers Printing Company, Pittsburgh, Pennsylvania.— We compliment you on the excellent display given the poster for the "Inventory Sale" of L. Fireman & Brother. In consideration of the fact that the copy was not in good shape we recognize that you did very well indeed with it.

T. W. Lee, St. Paul, Minnesota.— Both package labels for *The Nonpartisan Leader* are striking and attractive. However we like best the one with horizontal alternating blue and orange stripes, as it is the more striking and by far the more unusual of the two. The letter-head is also very satisfactory.

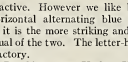
V. R. Larson, Brooklyn, New York.— Your prospectus, "Four Miles of Men," issued in the interests of the Y. M. C. A., is a handsome piece of printing, both in design and presswork. The R. L. Stillson Company is to be congratulated on the excellent manner in which the half-tone illustrations for the booklet have been printed.

W. W. Pindar, Atlantic City, New Jersey.— The menu for the dinner to Hon. Charles E. Case at the Marlborough-Blenheim is very neat. However, we abhor the Tudor Text used for the display, and consider that it does not compare for beauty and style with other text styles that are available, as for example Caslon Text, Engravers Old English and Wedding Text — a light face text letter which is particularly desirable on menu work for a high-class hotel such as the Marlborough-Blenheim.

Harry Lesser, New York city.— Your personal letter-head is rather attractive and unusual. The ornament is quite too large, however, in proportion to the size of the type group beneath. The heading for The Lesser Press is plain and dignified, and is good from the standpoint of emphasis. It is, however, set somewhat too close to the top of the sheet.

Bush-Krebs Company, Louisville, Kentucky.— The menu and program for the annual banquet of your "Booster Club" is decidedly attractive, the cover being particularly so. The little prospectus of the club is also attractive and interesting. With such principles governing the activities of your organization as evidenced by this interesting booklet, it is not to be wondered at that you have never had a strike or lawsuit and have only occasionally received complaints from customers in the twenty-seven years you have been in business.

Douglas C. McMurtrie, New York city, has favored The Inland Printer with an interesting pamphlet containing several specimens composed in the Le Moreau-Le Jeune type series, recently designed and engraved by the Fonderie Peignot, of Paris. As Mr. McMurtrie states in the introduction of the pamphlet, the type "finds especially apt utilization in display composition, to which it imparts the force of individuality combined with the restraint of good taste." Mr. McMurtrie has imported the type from France for use in the composing room of the Arbor Press. One specimen is reproduced on this page.



ARNOLD PRINTING COMPANY

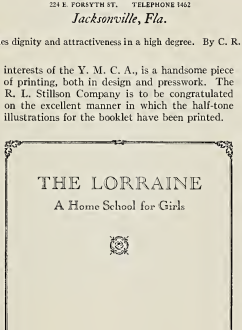
Specialists in

THE COMPLETE PRODUCTION OF ADVERTISING
LITERATURE FROM THE IDEA TO
THE DISTRIBUTION

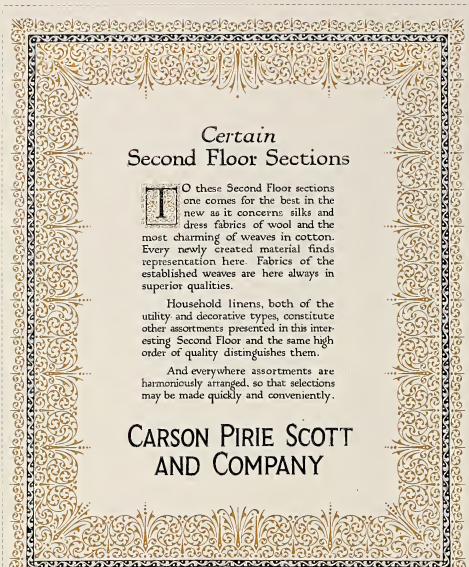
224 E. FORSYTH ST. TELEPHONE 1462

Jacksonville, Fla.

Type letter-head which combines dignity and attractiveness in a high degree. By C. R. Joyner, Jacksonville, Florida.



Specimen page showing appropriate use of a French type face imported by Douglas C. McMurtrie and employed by him at The Arbor Press, New York city.



Merchandise envelope by Will Ransom, Chicago, Illinois, a form on which striking decoration is a decided advantage.

HERE, friends, is an unusual situation: A buyer of printing sends in a piece of work stating that it is so well done he considers the printer deserving of high praise. And he is right, for the job in question is a difficult one for a small-town printer to handle — a large broadside, on one side of which a big map appears, while on the other side there is strong display illustrated by a number of large half-tones. The customer is A. C. Lovett, of Smith & Bernard, land agents, Flagler, Colorado, and the printer whom he compliments is W. A. Borland, publisher of the *Flagler News*.

FRED H. SAUER, Houston, Texas.— You have the fine talent of being able to give to ordinary small forms an unusual touch which lifts them far out of the commonplace. Excellent taste in the selection of colors for printing, and good press-work, assist in the general high-grade effect of the work turned out for the Herbert C. May Company. The invoice for the May company, and the booklets for the Gulf State Bank, are particularly attractive. We can offer no suggestions for the improvement of your work, our only regret being that the colors used in printing do not reproduce satisfactorily.

P. L. A. LINES, Seattle, Washington.— Specimens set by you in the Parsons series demonstrate that you know how to handle that novel and attractive letter. The specimens are consistently interesting in treatment, the menu title page for Peterson's Cafe being especially so. This is the type of work on which the Parsons series is exceptionally useful — where there is a small amount of copy and considerable white space to allow full play to the peculiarly long ascenders and descenders. The effect is of hand lettered work, rather than typework. You are to be congratulated on the printing you are doing.

PERCY WEBB, Toronto, Ontario.— You did very well indeed with the composition on the "Lemonice Tokens" card, which is quite neat. We are sure, however, that the matter immediately beneath the main display is too small, considering the size of the card. Printing the outside border in weak yellow is not in good taste, as this color does not harmonize with the green stock used. The use of three colors on this form was a waste of time and effort, especially since much more satisfactory results would have been secured by printing the outside border in deep green along with the type matter.

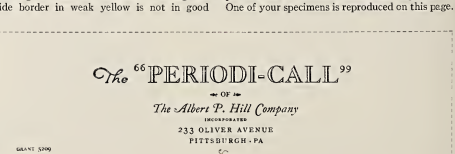
TUTTLE COLOR PRINTING COMPANY, New Haven, Connecticut, sends some carton covers in four colors intended to attract attention to the goods enclosed. To do this the brightest possible colors were used and the prints varnished afterward, which still further heightened the colors. The designs, photoengraving and printing combine to accomplish in an admirable manner the purpose for which they are intended.

DRUMMER PRINTING COMPANY, Chattanooga, Tennessee.— Your Valentine blotter is indeed quite novel; it has doubtless attracted considerable attention and proved good advertising. More colors than necessary were used in printing, and the blotter proper is rather too ornate, especially since the tipped on heart and the die cut hand holding a business card, which is inserted through the heart, provide sufficient ornamentation.

THE STODDARD ENGRAVING COMPANY, New Haven, Connecticut, is to be congratulated on the general excellence of the exhibits of photo-engraving submitted. The reproductions of Wallace Nutting's New England farm life are particularly good. The reproductions in four colors, the Ben Day work, and the half-tones prove that buyers of engraving in the Nutmeg State need not go outside their own State for any kind of engraving.

GEORGE O. MCCARTHY, Hartington, Nebraska. —The booklet cover, "A Tribute to J. G. Beste," is striking and unusual as to color treatment. The two headings for the *News*, both printed on onyx stock, are quite attractive. Since there is little copy in the design, the Parsons series shows to good advantage. Furthermore, this design has an advantage over the one set in Caslon from the same copy, because the lines are better spaced, being crowded closely in the Caslon heading. Another point: a letter to be adapted to embossing with powders must have no fine elements, and for this reason the Caslon is placed at a further disadvantage. If the Caslon heading were better spaced and printed, not embossed or imitation embossed, on white stock, it would have it all over the Parsons heading.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.— We thank you especially for the broadsides issued by the *Post*. So far as we have seen, these are units of the finest campaign made by a newspaper to sell its advertising columns. The typography, although more or less subordinate to the excellent artwork, is in keeping with the effective and influential character of the various pieces as forceful advertising publicity. The smaller commercial specimens, and especially the letter-heads, are characteristic of your own high-grade work as well as that of the MacGregor-Cutler organization generally. We do not hope to help you to do better work, but we want you to continue sending examples, as it is not only a pleasure to examine them but they frequently provide us with exhibits for this department. One of your specimens is reproduced on this page.



This letter-head by Arthur C. Gruver, Pittsburgh, Pennsylvania, has just a little more "punch" than is ordinarily found in type letter-heads.

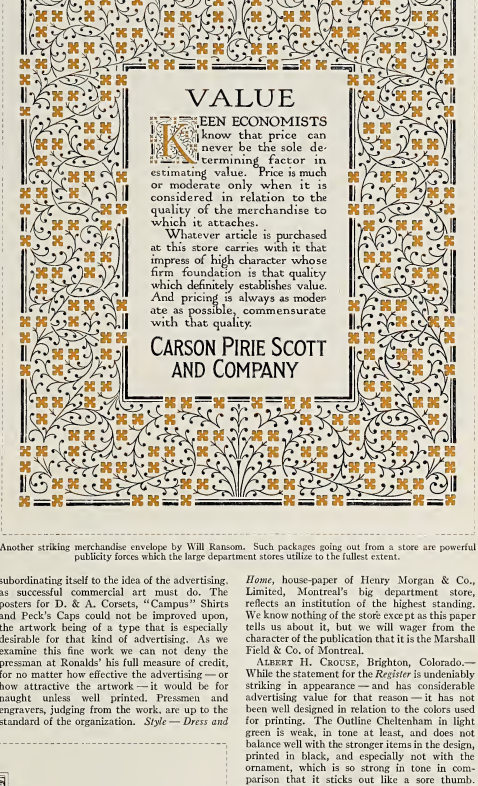
Up in Canada there is a progressive corporation which manufactures and sells farm equipment — the Massey-Harris Company, Limited, of Toronto. We have had the pleasure of examining some of the high-grade advertising which this institution has issued in the past. It has always been of uniformly high quality. We have lately received a copy of the company's house-organ, *Massey-Harris Illustrated*, which is sent to a list of 90,000 Canadian farmers every other month. We venture to say that those who receive it appreciate the fine type of matter it contains, while, from a printer's standpoint, it is all that could be desired.

C. R. Joyner, Jacksonville, Florida.— When one can produce such attractive letter-heads with type so simply arranged as the one for the Arnold Printing Company, printed in black and red orange, the main line of which is in Caslon Shaded, there is little need to call in the artist and designer. This is a gem in dignity, attractiveness, legibility, good display, and general all around "class." While none of the others quite come up to the mark of this particular one—not even those which are different only in the colors used in printing — they are all far and away above the average of typographic letter-head designs. It is reproduced in this department.

Sheldon A. Wilke, Kingman, Arizona.— The package label for the Mohave Printing & Publishing Company, printed in deep green and red, on white stock, is decidedly attractive. The checker board border is largely responsible for the striking appearance of the design, and also suggests an Indian motif, which seems rather appropriate, considering the name of the company. The letter-head for the same company is not so satisfactory, the trouble being caused by the fact that the matter is not suited to the panel arrangement — it does not provide a nice distribution of white space. The matter in the upper section, two full lines and one short line, looks ragged and is displeasing because of the lack of symmetry. The fact that the design is set entirely in capital letters is also a fault, as the small matter especially is difficult to read.

George M. Wilson, Admiral, Saskatchewan.– Your Prize List for the Wise Creek Agricultural Society requires no apology, as it is far and away superior to the general run of fair catalogues, which, all too frequently, are gotten up without any semblance of style or taste. Our only suggestion for improvement would be that you use single instead of parallel rules for cut offs in the advertisements, as parallel rules are quite prominent and detract somewhat from the type. Sometimes, too, the larger display of an advertisement is at the bottom, whereas, for best effects from the standpoint of appearance and influence on the reader, the main display of an advertisement should be at or near the top.

The Ronalds Press and Advertising Agency, Montreal, Quebec.— It is a pleasure indeed to examine such handsome and effective pieces of direct advertising literature as you have sent us. The artwork is a particularly strong feature, especially since it has the fine quality of subordinating itself to the idea of the advertising. as successful commercial art must do. The posters for D. & A. Corsets, "Campus" Shirts and Peck's Caps could not be improved upon, the artwork being of a type that is especially desirable for that kind of advertising. As we examine this fine work we can not deny the pressman at Ronalds' his full measure of credit, for no matter how effective the advertising — or how attractive the artwork — it would be for naught unless well printed. Pressmen and engravers, judging from the work, are up to the standard of the organization. *Style — Dress and Home*, house-paper of Henry Morgan & Co., Limited, Montreal's big department store, reflects an institution of the highest standing. We know nothing of the store except as this paper tells us about it, but we will wager from the character of the publication that it is the Marshall Field & Co. of Montreal.



Another striking merchandise envelope by Will Ransom. Such packages going out from a store are powerful publicity forces which the large department stores utilize to the fullest extent.

Albert H. Crouse, Brighton, Colorado.— While the statement for the *Register* is undeniably striking in appearance — and has considerable advertising value for that reason — it has not been well designed in relation to the colors used for printing. The Outline Cheltenham in light green is weak, in tone at least, and does not balance well with the stronger items in the design, printed in black, and especially not with the ornament, which is so strong in tone in comparison that it sticks out like a sore thumb. Most pleasing effects are secured when items to be printed in a weaker color are proportionately bolder so that they will stand the weakening in tone which follows printing in a lighter color.

Passaic Daily Herald, Passaic, New Jersey — General format of the folder, "The Printed Word," is excellent, but its appearance is marred because of lack of consideration to incidentals. The type group on the first page is too low on the page, it being centered vertically, thereby dividing the page into equal and monotonous halves — and by appearing to be below the center of the page, as groups so placed do, it is overbalanced. The main strength of a design should be centered on

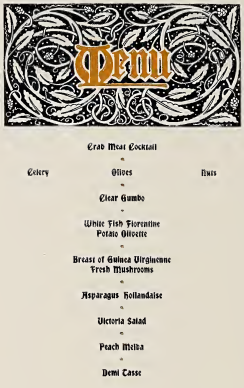


The strong feature of this hand-lettered heading is its characterful appearance. It will be remembered from time to time and will therefore be forcibly impressed on the minds of those who receive it.

a point above the center of the page where the space above is to the space below as two is to three. The initial on the second page is not properly placed, as it does not align at the top somewhat, but, as a rule, we can not see any advantage in squaring up two lines beneath the main display and separating them with a rule. Better let the lines come naturally, in so far as

CHESTER WICKENS, Concordia, Kansas.— We doubt very much whether your suggested changes of the letter-head for the Parrish Buick Company would improve its effectiveness. As originally





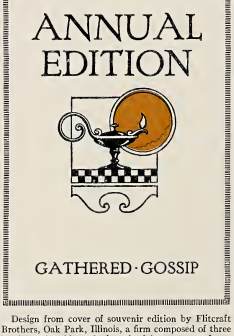
Two pages from beautiful souvenir booklet issued by The Whitaker Paper Company, Cincinnati, which illustrate the beauty of harmonious relationship between type and decoration.

with the top of the first line alongside. The letter is poorly placed in the mortise of the initial block, being to the left of center, whereas it should be to the right of center in order to bring it as close as possible to the remainder of the word of which it is a part. Type matter is set in too wide a measure, necessitating so much leading that the relationship of space between lines and in margins is not such as to give the effect of good unity. The stuffers are attractive in a general sense, although the fact that they are set entirely in capitals, which are difficult to read as compared to lower case, makes them less effective as publicity than they would be if text matter were in lower case.

HAROLD W. FLITCRAFT, Oak Park, Illinois.— The Second Annual Edition of *Gathered Gossip* is a fine publication, remarkable, we should say, as it is produced by a concern—Flitcraft Brothers—the senior member of which is a boy eighteen years of age. He is assisted by two brothers, both younger than he. The cover of the edition is reproduced, the remainder of the booklet being of like quality.

THE WHITAKER PAPER COMPANY, Cincinnati, Ohio.— The program and menu booklet for the Sixteenth Annual Banquet of your company is attractively gotten up. The typography and artwork harmonize nicely, and are of an unusual style. The cover, printed in red and gold on dark mottled green stock, is especially attractive. The Proctor & Collier Press, which printed the booklet, is to be congratulated on the fine workmanship put into it. Two of the pages are reproduced herewith.

handled it is neat, although scarcely attractive — it is too weak and commonplace. Your suggested changes would doubtless liven it up



Design from cover of souvenir edition by Flitcraft Brothers, Oak Park, Illinois, a firm composed of three brothers, the oldest of whom is eighteen years of age.

length is concerned. The Conley heading could be greatly improved by a more compact arrangement of the parts, they being too widely separated as handled, besides being too nearly the same size for an interesting effect and good emphasis.

The Bienville Democrat, Arcadia, Louisiana.— First of all, let us state that the letter-head is neatly arranged and well displayed, making a very satisfactory heading for a newspaper. Of course the design in which the ornament in color is used is the more attractive, but we would much prefer to see the color used for printing one or the other of the large display lines, where its advantages in livening up the design would be just as potent. Also there would then not be the question regarding the use of the ornament, which, in itself, aside from the color it supplies, adds nothing of value to the design.

J. BRYAN HART, Salisbury, North Carolina.— Composition on the several specimens you have sent us is satisfactory. Unfortunately the type faces you employ particularly the shaded styles, are not in themselves pleasing, and this fact detracts somewhat from the work. Bodoni and the extended Copperplate Gothic series do not harmonize, and their use together should be avoided. The cold, dull yellow used for printing the illustration on the letter-head and business card for the Atlantic Textile Company is displeasing. A rich, light brown would have been preferable. The color effect of the letterhead for Peeler's Printery is too warm and appears cheap and bizarre. Had the same design been printed with a minimum amount of warm color the effect would have been better.

MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

How to Distinguish Sizes of Liners.

A New York operator of limited experience asks how he can tell liner and ejector blade sizes so that he will make no mistake when making the changes.

Answer.— Ejectors are marked, indicating thickness and width, as 13 ems, 8 point. The liners are marked in this manner: A right-hand liner will have marks indicating thickness, as 6 point, 8 point, 10 point, and sometimes they are marked Nonp., Min., L. P., Pica, etc. The left-hand liner will be marked, indicating thickness and length, thus: A 6 point liner to cast a 13 em slug will be marked 17 on the heel. By subtracting from 30 the number found on a liner, you can tell what length slug will cast. All of this information may be found in "The Mechanism of the Linotype," together with other matter which should interest all beginners.

Keyboard Keyrods Slip Off the Verges.

A New Jersey operator writes that he is working on a Model 1 machine and states that he has been having considerable trouble with the keyboard keyrods occasionally slipping off the verges of some of the small letters. He confesses that he is unfamiliar with the machine and asks for help.

Answer.— We suggest that you examine these rods from the rear. See if the eighteenth keyrod is evenly centered sidewise on its verge. If it does not center properly on its verge (the last one in the first division) you may need to adjust the keyrod upper guide sidewise by the guide block found attached to the right side of the magazine. This block may be removed by taking out the screw, and if the guide requires moving in order to center the lower case "p" keyrod on its verge, this block may be moved to accomplish this end. Build in between the block and magazine, or dress off the block, as the case may require. In this manner you will arrange the keyrods so they will not fall off the verges. You should secure the services of a local linotype machinist or operator if possible, as he will understand just what to do in the matter. It is rather difficult to give full directions when all of the conditions are not known.

Distorted Justification Lever May be the Cause of Trouble.

An Illinois operator writes: "On a rebuilt Model 5 a little trouble is experienced, as follows: When cams are in normal position the first justification lever stands fully twelve points too high, so that on sending in a line the downward stroke of the first elevator brings the spaceband wedges in contact with the driver, thereby forcing them upward before the lock up has taken place and before time for justification has arrived. If loosely spaced lines only were sent into the elevator no trouble would be experienced, but as this machine is used mostly for small type (five point), close spacing is very essential, and so this condition should be remedied. A properly spaced line of, say, twenty-five picas will not descend properly because of interference with the driver. Examination of first justification roller and pin shows no wear, and cam appears to be in good shape. Machine is in perfect shape otherwise, but this condition has existed since the machine was installed. Can it be possible that the lever has been 'sprung' or 'warped' at some time? What is the remedy?"

Answer.— The question regarding the justification block is one that has rarely arisen. We suggest that possibly a thin patch applied by yourself to the surface of the cam would correct the trouble. The cause doubtless can not be determined at this time. We believe you can mark your cam in a way that will give the desired position for the patch, and then you may place a two or three point piece of brass rule between cam and roller to determine the thickness required. When this is ascertained it will not be a difficult matter for you to drill and tap holes in cam and brass strip and then attach it with flat-headed screws. You also could correct the trouble by peining the lever. This operation would require the removal of the lever from the machine. By pounding the upper edge of the lever near the fulcrum end with a hammer it will cause it to stretch and thereby lower the front end. This is a tedious operation, as the lever may have to be taken out and replaced several times before the proper position is secured. While pounding the lever, have a heavy pig of metal directly opposite where the blow is received.

Linecasting Machine Wipers.

The Typesetting Machine Engineers' Journal for February contains a timely article by Irving MacD. Sinclair on the care of machine wipers. The following extract should interest every machine operator:

"The assertion has been made that the back mold wiper rounds the mold cell corners from continuous friction. When properly in position, with the right tension, this wear is very slight. In time, however, the mold cell corners will certainly become rounded — in a great many cases from abuse of screwdrivers, 'hammering out' slugs, etc. To the statement that the mold wiper rounds the corners of a mold I will also reply that eventually all molds lose their temper from casting heat. Daily scraping and frequent lapping of the base are more ruinous to a mold than the damage ever done by any wiper.

"Molten type metal contains something that attacks steel surfaces, no matter how highly finished they may be. No one can dispute this. If you do not believe it, experimentation will prove it. A steel bushing in a cast iron pot well, for instance, makes an interesting subject for proof. It seems, therefore, that it is all the more necessary for a thin film of some lubricant to be constantly interposed between the pot mouthpiece and the mold during the casting operation. Gradually the action of molten metal being forced into the mold cell will round its corners or edges. There is more than one element entering into the destruction of those perfect edges on a new mold.

"The new style back mold wipers on both linotype and intertype machines wipe the mold after the slug has been trimmed on the bottom and before ejection. This idea does prevent somewhat the evil of molds having rounded edges. But what will happen to a four mold disk? It is a mechanical impossibility to cast from more than one mold at a time. The other three empty molds must pass and have sliding contact with the wiper.

"The lapping of molds by hand or machine should be avoided as much as possible, if not altogether. The back mold wiper, if cared for in the correct manner, will do away with lapping molds except at very long intervals.

"It is inconceivable to some machinists to witness the operation of 'banging' defective slugs from the mold with the ejector lever handle. One should always think of that ejector lever handle as being on the machine only for the convenience of the machinist or operator in changing ejector blades or while working with the ejector slide or blades.

"The back mold wiper assists in preventing 'stuck' slugs, and does away with undue wear on the back trimming knife, and it also lesssens labor in keeping a workable contact between the pot mouthpiece and the mold. It certainly was not intended as an ally to a forgotten metal level in the crucible. It is not necessary to saturate the wiper felt with blue ointment, tallow and graphite, oil and graphite, etc., as the wiper would then become an insidious trouble monger, and eventually matrices could not be induced to slide out of the magazine regularly."

Keep the Driving Clutch Pulley Clean.

An Illinois operator writes that he had two stops from a similar cause and that they gave him considerable trouble and not a little worry. It appears that a metal splash behind the mold disk bound this part so that it stopped the cams just before the locking studs and bushings matched for the ejecting of the slug. He found that he could not back the clutch owing to the great resistance offered. Finally, after considerable force was employed, both on clutch arm and by use of a lever on cam gear, the cams were backed sufficiently to allow the vise to be opened. When the mold disk was drawn forward, a small amount of metal was found lodged near the ejector blade guide. Owing to the extreme difficulty he found in backing the clutch in order to relax the pressure of the mold from bushings, he is anxious to know how it happens that the cams do not stop earlier. In each instance the mold keeper was pressing so firmly on the bushing in vise frame that he was unable to back the cams.

Answer.— It is evident from the description of the trouble that it originated with metal lodging back of the disk. The accumulation of metal offered so much resistance to the rotation of the mold disk that the rotation stopped before the mold disk studs and bushings matched up, and as there appears to be considerable blacklash in the gears, it resulted in the disk being forced forward before the studs and bushings matched, causing a condition that may result in the breaking of the mold slide lever. The first thing to correct is the accumulation of metal behind the disk, and the next condition that needs attention is the driving clutch. Remove the clutch arm, and wash the inside of pulley with gasoline, and also give clutch shoe buffers a similar cleaning. It is quite possible that the clutch would have slipped if only normal pull were exerted by the buffers. Aim to keep the inner surface free from any gummy substance, and see that the stress of the clutch spring is not increased beyond the needs of ordinary driving pressure. Also, you should test the space between the mold and the vise jaws when the disk advances the first time. Too much space here may help produce the condition that you complain of. From the description of the trouble we judge that the machine is not new. To make the test last mentioned, you may close vise jaw, pull out starting and stopping lever, and when the first elevator descends to lowest point, push the lever back. Raise the first elevator a trifle, and insert a folded strip of print paper between the mold and the vise jaw. Allow this strip to extend down to lower part of jaw, and then draw out on the starting lever. When the disk advances on the locking studs, push back the starting lever, and raise the first elevator. Draw out on the strip of paper. If the space between the mold and the jaw approximates the thickness of the two pieces of paper it is about normal. However, if it is observed to be one thirty-second of an inch, or greater, it should be diminished by adjusting with the eccentric pin in the mold slide lever. Loosen set screw or lock nut, and lower the small lever attached to the eccentric pin in the roll, then tighten the set screw or lock nut, and test again by drawing out on strip of paper. When the adjustment is correct, you will be able to draw out the paper strips with but slight resistance. We have no way of determining why the metal lodges behind the mold disk. If the temperature of metal is kept around 540° you should have no trouble with splashes behind the mold disk, unless the lock up is not uniformly even between the mouthpiece and mold. This condition can be ascertained by testing the lock up. Clean mouthpiece, and remove all adhering metal from back of mold. Place a thin even coating of red ink on the back of the mold, and when mold slide is pushed back and connected and the vise is closed allow the cams to make one revolution. The ink which will be transferred to the pot mouthpiece will indicate the state of lock up between these two parts. To secure a uniform contact it may be necessary to alter the pot legs by the screws, or it may even be necessary for you to dress up the mouthpiece with a file to secure the uniform contact desired.

Knife Needs Resetting.

An Indiana printer writes, in part, as follows: "You will notice on the slug enclosed that the right-hand knife in trimming the slug on the lower end makes two small projections on the two lowest ridges. I have sharpened the knives recently and have given them the proper adjustment for thickness of slug, but the projections remain."

Answer.— We advise that the knives be sent to the machine manufacturers for sharpening, which we presume was done. When received, the under side of the left-hand knife should be oiled before being attached to the vise frame. To secure the approximate position of the left knife before making the adjustment, attach the knife by its screws and close the vise, moving cams back so that the mold advances toward the knife. Set the knife so that its cutting edge is in alignment with the base line of mold cell (smooth side), and tighten the screws. The right knife block may be attached, and the right knife may be set in position. Arrange mold to cast thirty ems, and set a cap line. Adjust the left knife so that the overhang on smooth side of slug near face is removed without digging into the body of the slug. The right knife should be cutting the ribs during this part of the adjustment. When the left knife is set correctly, the right may then be adjusted. There should be no abnormal condition visible on the ribs when the knives are set according to the foregoing plan.

"The Mechanism of the Linotype," A Valued Text Book.

A student of linotype mechanism, who at one time took a course in motor mechanics and electricity, in speaking of "The Mechanism of the Linotype," says: "I find this the most comprehensive book I have ever read dealing with the subject of mechanics. It is so clear on each point of instruction. In my previous work connected with the study of motor mechanics and in electrical work I did not see or have a book on those subjects that could compare with this text book on the linotype."

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

On Using Ampersand.

R. L. P., Truro, Nova Scotia, sends this: "As I frequently run across printers who use the short and (&) instead of the conjunction, would you be good enough to advise me as to the correct usage of this character? It is a trivial matter, but it seems absurd to see it used in such cases as 'Coal & Wood,' for instance, instead of cases of partnership."

Answer.— The only standard present use of the character is in firm-names, but some people do make other use of it, and I see no special reason for objection, especially as there is no probability that objection would have any effect. It is far better to use the full word in all ordinary instances, but it is quite common for people to write the sign, presumably as a time-saver, and not uncommon for printers to use it as a space-saver.

A Puzzle Easily Solved.

A. J. K., Bear Lake, Michigan, writes: "There is a question upon which I would be very much pleased to receive your advice in your department of THE INLAND PRINTER. Though not strictly a matter of proofreading, it might be considered as coming within your field of research as being a question of correct wording. There are three firms with which we do business; each happens to be composed of a man and a woman, and I am at a loss as to the proper salutation to use in addressing business letters to them. 'Gentlemen' seems to be manifestly inappropriate. 'Dear Friends' looks a trifle intimate and 'Dear Sir and Madam,' besides being rather cumbersome, might be considered a little objectionable as seeming to parade a knowledge of business arrangements which the firms do not see fit to publish."

Answer.— So far is it from being inappropriate, that "Gentlemen" is the most appropriate salutation possible, unless you choose to write "Dear Sirs." In such cases the salutation is not in good taste when disclosing the knowledge of different sexes which is not revealed in the name of the firm. The natural presumption is that you are dealing with men, and the masculine form is the proper one to use when men and women are both included.

A Style Now Partly Disused.

J. M., Jersey City, New Jersey, writes: "Will you please say whether it is good style to omit quotation-marks from the word curious in the sentence, 'Look up the word curious in the dictionary'? The Government Style Book uses the quotations, but in many well-printed books, including THE INLAND PRINTER, the marks are omitted."

Answer.— It is hardly necessary for us to say that we consider what we do good style, for our practice itself announces the fact that we do, and the quoted sentence is from our columns. The style of omitting quotation-marks is largely resultant from the idea of simplifying the operation of machines. Before machines were used it was a thoroughly established practice to quote or italicize every word mentioned simply as a word, to mark the fact that it was merely so mentioned. Such practice is still largely preserved; but, in common with many others, we have abandoned it except on occasion when it seems necessary, because generally the mention of a word as an example or merely as a word shows its intent perfectly without any distinct markings to separate it from context. Nevertheless, it still remains true that such mentions of words are commonly marked by quotation or by difference of type, especially in works of philology, the kind of work where such distinctions have the most disastrous typographic effect. I repeat, I think it good style to refrain from typographic distinction except when it seems really helpful, and when it does seem so I use it.

Diction, Quotation, Compound.

F. H. M. M., Washington, D. C., asks these questions: "1. In THE INLAND PRINTER for December, 1919 (page 324), I observed the combination 'different . . . than' in a sentence reading: 'A tall steeple . . . is a different style of architecture than the rest of that . . . building.' Relying on the Faulty Diction section of the Standard Dictionary, I have always regarded 'different . . . than' as a solecism. Am I right?

"2. Concerning the combinations 'so . . . as' and 'as . . . as,' Maxwell (in 'Advanced Lessons in English Grammar,' section 585) says: '*So* (with a negative) takes *as:* He is not *so* tall *as* I. *As* (affirmative) takes *as:* He is *as* tall *as* his brother.' If in reading a proof I came across a violation of this rule would I be justified in changing the wording to conform to Maxwell's statement? Will you elucidate the statement a little?

"3. Recently I was somewhat puzzled in seeking to place the closing quotation-marks and otherwise to punctuate a sentence which appeared in the manuscript exactly thus: He said, "You will find it in the book (evidently meaning the record) I finally added a period and closing quotes after the last parenthesis. Was I right?

"4. You seem to have a liking for the compound form for many words which are often written as one word (and I like your style); why then do you not compound 'Proof-room' in the heading of your department in the magazine?"

Answer.— 1. You are right in considering "different than anything" a solecism, but it is one that occurs frequently, especially when many words intervene. I have seen many authoritative decisions that correct expression always says one thing is different from another; English writers often say different to, and also different than, but no one has ever expressed any justification of either use, except the mere statement that some people practice that use. A proofreader may well avoid change from either to or than to from, which would be real correction, unless he is sure that those for whom he works are willing to abide by his decision. Undoubtedly many

authors think these wrong expressions are right, and among them the majority are those who strenuously object to change of any kind from what they write.

2. Maxwell's statement about the difference between negative and affirmative uses of the comparative words so and as agrees with the prevailing decision, that negative expression is properly "so . . as" and affirmative "as . . . as"; but such a basis of differentiation is not strictly logical, since it ignores actual word-meanings, and so it is not always practiced by good writers. The meanings are contrasted clearly in the Faulty Diction department of the Standard Dictionary (first edition), but such contrast must be shown very briefly here. In saying "One is not so tall as the other," we imply that one is actually tall as judged by some standard; "One is not as tall as the other" does not imply actual tallness, but merely makes a comparison of heights, great or slight. I have here tried only to show enough of the basis for difference of expression to convince proofreaders that they should not change from one to the other, even though the change would make the reading more conventional. The reader might be justified in changing, but he is practically certain of being justified in leaving unchanged what is in copy.

3. In the sentence quoted the parenthesis does not form part of the quotation. You should have put the closing marks after the word book and only the period at the end.

4. I do prefer the use of the hyphen in many instances where a great many other people prefer its omission. But I do not believe in being insistent on contravention of really established usage. Proofroom has been so established as one word so long that I can not state the time of its beginning, and the same is true of pressroom, schoolroom and others galore.

RECENT DECISION IN REGARD TO "COLLECTIVE BARGAINING."

In April, 1919, the photoengravers' union in Boston announced the intention to compel the photoengraver employers to enter into "collective bargaining" with the union. A form of contract was prepared by the union officials and submitted to the employers for signature. Nearly all the employers refused to sign, and refused to enter into any "collective bargaining" whatever with the union. A strike was called against the employers, who instituted legal proceedings and secured a temporary injunction. The case then went to hearing upon the merits, and was sent up to the court of last resort for final decision. On March 22, 1920, the court handed down an opinion which is far reaching in its significance.

The term "collective bargaining" is not known to the law as a legal term and consequently these words do not appear in the opinion, but the illegality of the strike to compel "collective bargaining" is clearly established, and established for the first time in this country, by the following sentence quoted from the opinion: "The plaintiffs could not be compelled to make an involuntary contract, or to substitute compulsory arbitration for due process of law."

Ten years ago a similar question came up in Boston, and the object of the union at that time was very clearly to establish a closed shop in Boston. The case was contested at that time by the employers, and an injunction was issued by the court which prevented any action being taken by the union to establish a closed shop in the engraving business in Boston.

Different wording of the contract presented to the employers in April, 1919, seems to have been for the purpose of evading the former injunction by using the words "collective bargaining," "preferential employment," etc. There were other requirements in the contract, such as a minimum wage scale; permanent employees should not be temporarily "laid off"; ratio of apprentices to journeymen should be immutably fixed; all disputes not covered by the agreement should be submitted to arbitration; no contracts, individual or otherwise, conflicting with the agreement to be entered into, and all contracts of employment must be submitted and executed in accordance with the by-laws and constitution of the International Photoengravers' Union, with which the local union was affiliated. The proposed agreement was presented as an entire contract to be unconditionally accepted.

The Court says: "If the plaintiff declines to enter into an agreement, the underlying purpose manifestly was to enforce acquiescence through the coercive power of a strike, which, even where there is both a legal and illegal purpose, is of itself illegal." Again quoting from the opinion of the Court: "It is true the agreement reads that the plaintiff in the employment of journeymen and apprentices will give preference to union men by notifying the union officials when additional journeymen and apprentices are needed, and if the union can not furnish and supply competent help the employer may secure such help from other sources, and no express requirement is found for the discharge of non-union men already under employment. No prolonged discussion, however, is needed to make plain that this was merely an indirect method which must culminate in a closed shop." "The right of the plaintiffs at all times to hire in the labor market, and to retain in their employment, such workmen as they might choose, unhampered by the interference of the union acting as a body through the instrumentality of a strike, or of a boycott, or of a black list, is a primary right which has never been abrogated, but remains unimpaired by our decisions."

The master reports that in furtherance of their efforts to bring the plaintiffs to terms, picketing, as well as intimidation by the use of scurrilous language and abusive epithets of employees who continued to work for the plaintiffs, and individual boycotting have been resorted to in various forms more or less offensive and oppressive. It is also found that strenuous attempts have been made to induce workmen employed by the plaintiffs to take the place of the strikers to break their contracts of employment, and to depart from the city and to remain in other localities. But not satisfied with these methods, insistently practiced, the report further states that the defendants in various printed or written communications characterized and held up the plaintiffs as being unfair to, and prejudiced against, union labor, and have endeavored by a circular letter to persuade their customers to boycott the plaintiffs and to cease business dealings with them. The statute of 1913, c. 690, an act to define the extent to which peaceful persuasion is permitted, is invoked as a shield for what has been done. But the statute is applicable only to a lawful strike, lawfully conducted. It is unavailing as a defense on the present record. The prayer for the assessment of damages has been waived, and the defendants having deliberately, intentionally and unlawfully entered upon a course of procedure materially interfering with the right of the plaintiffs unmolested to carry on business in their own way, they are respectively entitled to a decree with costs awarding injunctive relief.

The firms which brought action are the Folsom Engraving Company and the Wright Company, and it is expected that the other open shops in Boston will take action to be fully covered in the future by this decision.

FATE'S IRONY.

"Did you read in the papers about that eccentric man who made all the arrangements for his funeral, having every detail just the way he wanted it, and then attended the exercises with evident enjoyment?"

"Yes; I read about that fellow. He thinks he's smart, no doubt, but some of these days he's going to die and his obituary will be printed in his home-town paper, and it will be full of typographical and other mistakes that he will never be able to correct."— *Birmingham Age-Herald.*

COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to $50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

Salary Plus!

One of our long time subscribers submits a problem which we think of enough interest to printers generally to be answered in these columns, although it was not submitted with that expectation. Therefore we shall not give his name or address. Here is what he says:

The corporation of which I am an officer is considering a deal with its manager. The plan has been suggested that he be given a salary, with a bonus for increased production or increased net profit. Can you give me any light on the subject? Have other firms worked out systems which have been used?

Many printing plants and manufacturing concerns have managers who are paid on the basis of a fixed moderate salary and a bonus or percentage of the profits. It would not be safe or right to pay a manager a bonus on increase of production, as it would only be placing before him a bait and encouraging him to create volume of sales regardless of profits.

We know of printing office managers who have entire control of the business, and who receive ten per cent of the profit, in addition to the salary agreed upon. There is only one kind of profit — net profit after every cost and expense for the year has been taken care of, including interest on capital and the necessary depreciation reserve to keep the capital intact.

Unless the manager is given complete control, it is not just to hold his recompense in check by the amount of profit, as he may not be responsible for some of the losses if others interfere in the business management.

With the right man, the sharing of profits is a good method of maintaining his interest in increasing the profits. Naturally, the bigger they are the more he will get, therefore all his energies will be bent toward the securing of that business which furnishes the greatest profit. This is good in itself and as a specific thing in suitable cases, but we do not believe in mere profit sharing as a sop to those who are underpaid. In such cases it is more a detriment than a benefit.

High Wages and Production.

The one great theme of writers and speakers on the wage problem at the present time is the high cost of living. Old H. C. of L. is made the scapegoat for every demand for higher wages, and the demand for higher wages is quoted by those handling the necessities of life as the excuse and the cause for the H. C. of L. No one seems to have stopped to analyze the facts in the case sufficiently to suggest or develop the true remedy, but all have passed along the same arguments and have called attention to the vicious circle.

Let us carry the matter home to the printing industry, where wages have jumped from fifty to seventy per cent in a very short time, and see just what the true conditions are. Of course, it is impossible for the business to absorb such an increase, and it must be passed on to the ultimate consumer, with the added expense of handling and supplying the additional capital needed to finance it. This is right, but extreme care must be exercised or the increased burden will deter him from buying as much as he otherwise would, and we shall have less business to carry the increase and shall be compelled to raise the price again; and so on until the breaking point is reached where the trade will refuse to buy at the price. That point has almost been reached at this time, so caution is in order.

How is this to be prevented or cured? The answer is easy to write but hard to put into practice: It is *Production* — Production with a big P.

The average American printing plant is only about sixty to sixty-five per cent productive as compared with the possible production under fully efficient methods and management. No, we will not argue that question, for it is altogether a question of proper management and equipment.

Suppose conditions were so changed that every employee in your printing plant was one hundred per cent efficient. Do you realize that without increasing the cost of production you could afford to add fifty per cent to the wages which now seem such a burden? In fact, the increase in wages would decrease the cost of production, for all other expenses would proportionately decrease.

An annual cost of production of $75,000 with an output of 25,000 chargeable or productive hours on the basis of sixty-five per cent shows a cost of $3 an hour. On this basis, the time really paid for is 38,461 hours; and the rest of the time has gone to waste. Now, suppose that we sold ninety per cent of those 38,461 hours, which would be at the same gross cost, we would have a cost of only $2.16 an hour.

But, again, suppose that we had paid those workers an increase of fifty per cent in their wages, which would amount to about $18,750, increasing the total cost to $93,750. This would be $2.708 an hour for the 34,615 hours, which makes ninety per cent of the time paid for, and is a decrease of 29.2 cents per hour from the cost at the lower wages and lower production. These figures are extreme, but they serve to point out the fact that the whole subject of cost and wages hinges on the efficiency of production.

But employees must bear in mind that to make it possible for their employers to pay them high wages and still keep in business there must be production and that all idling must be stopped and all false motions corrected. On the other hand, employers must remember that maximum production can only be attained by the installation of the best machinery and the most economical time saving methods.

Under old conditions, with distributing, picking, badly prepared copy, small fonts of much used letters, lack of leads, slugs and spacing material, and crowding in one part of the shop, with compositors running marathons from case to case in another part, sixty-five per cent was the production rate (yes, more nearly sixty per cent); while ninety to ninety-five

per cent is possible with the latest improvements in composing room machinery, furniture and methods.

And in the pressroom, too, there is almost as much room for improvement toward systematic efficiency. There is no reason why the pressroom should ever have less than ninety per cent production under modern conditions. If it does, there is reason to look for overequipment or lax management.

Think this over; talk it over with your fellow printers; start an efficiency league and put it across. It means more profits, better satisfied customers, more efficient and more contented workmen, and a happier frame of mind for you on settlement day.

The Bonus System of Wage Setting.

Ever since there have been employers and employees there has been a constant endeavor to find some system of adjusting payment for labor performed that will tend to secure production in proportion to the amount of wage payment to stabilize the relation between actual work performed and dollars paid for it.

Piece work has been tried for many years in various forms in many businesses, including printing, but with very indifferent success. In earlier days the writer worked under it and saw just how often it resulted in average production, certainly not in anything near maximum possibilities. It surely did produce one thing, however, and that was dissatisfaction to both parties.

Only a few weeks ago a correspondent asked for a bonus system for a printing plant, but we were unable to find one in use. There are a number of reasons for this, the principal one being the fact that in printing plants the records are not sufficiently itemized as to the time on various classes of work, and also are not numerous enough, to furnish data for basing a bonus system such as is used in some other manufacturing lines.

The machinery manufacturing business, or rather some of the larger shops building machinery, have developed a bonus system that is working well. By this system a time of production based upon previous experience is fixed for each piece of work or each operation on a number of similar pieces. This timing is done by a clerk or time foreman, who has all the records of previous performance before him and who is familiar with the character of work to be done. This time is an average — not the shortest time in which the work has been done, nor yet the longest — with a possibility that the time can be decreased and a probability that even an average workman can do so.

Should the work be done in less time than that set by the timer, the saving is divided between the workman and the shop, the workman usually getting one-third, and one-half in exceptional cases where the timing is figured closely. Thus according to previous records a certain piece of work is timed to be completed in six hours; the workman who does the work will receive full pay for every hour he spends on the job, regardless of whether it is more or less than the set time for that job. Suppose he puts a full eight hour day on that six hour job, he will get eight hours' pay, but no punishment of any kind except the chance of losing his job if it becomes a regular thing for him to be slow. If he completes it in the six hours allowed, he gets six hours' pay but no bonus; and goes on with the next order. But if he completes that six hour job in four and one-half or five hours — or any time less than the six — he receives as a bonus the agreed upon part of the time saved. For instance, if he does it in four and one-half hours he is credited with one-half hour on the one-third basis, and receives that much extra pay. He then takes the next job, and working at the same pace or a little more slowly he will probably find himself making nine hours' pay in eight hours' time, as he receives his day's pay for the eight hours' work and, in addition, whatever his share may be of the time saved on the limit set.

Such a system could be used to advantage in the printing business, but not at once, as it would take some time to collect and analyze the time records for the various operations and jobs, these never having been prepared.

The drawback to all systems of piece work and bonus paying is the temptation for the workman to slight the quality of his work in his anxiety to beat the record and thereby get more production and bigger pay. This necessitates the use of a careful system of inspection, which is expensive.

On the other hand, so few firms have been able to resist the temptation to shorten the time allowance every time it is beaten, or to reduce the price per unit every time the piece worker makes big wages, that the system may be said to be impracticable until such time as we have educated a race of employers and employees whose aim will be to do the right thing all the time, and then there will be no need for any bonus system to induce workers to do their best and compel employers to pay full value for the production received.

Unless the bonus is fixed for a long period and the allowance made on the same basis of time, there soon comes a point where the increase of production is quite small, because the worker is afraid to do his best, feeling that to do so would call forth a downward readjustment of either time or bonus.

No. The time is not yet for a general bonus system for equalizing and proportioning wages and production.

Too Much and Too Little.

Recently, upon meeting a fellow printer of our earlier days, we asked him the usual questions as to his health and how he was getting along in the world. To the first question the answer was quite satisfactory, and his appearance confirmed it. To the latter he replied: "Well, it is just this way: When the old man died he left me his print shop and it has been a millstone around my neck ever since. Some day I am going to throw it away and start all over fresh."

This started some unusual thoughts and caused the asking of some personal questions, for he used to be one of the good printers who are very particular about having the spacing and proportions just so and the type just the right size, so we thought that perhaps he was trying to give his customers too much for their money. One answer he gave, however, solved the problem. Asked regarding the type faces he had and what one he personally preferred among the present day faces, he said: "That is the whole trouble with that cussed plant. The old man bought everything the typefounders made, and there are too confounded many fonts and faces, and too little type."

He is in just the position of hundreds of other printers all over the country. They have bought small fonts of many new faces because they were attractively presented by the type salesman, or because some customer demanded a special face, or for no reason at all, until their plants have entirely too many faces and too little type for economical production of printing. Some day he will screw up courage, dump those many half-worn faces, and install a non-distribution system with its large fonts of a limited number of desirable faces, and this will give him the moral strength to refuse jobs to be set in special faces unless placed at prices that will pay for those faces and allow them to take their place in the scheme of non-distribution.

And even if he continues in the old way of using type over and over, he will find that the big fonts will save him the money now being lost in paying for the time that his compositors spend in sorts hunting, picking, and restoring picked letters to live jobs. But as the lady of fashion says, "Such things are not considered in good taste in these times." Certainly they are not profitable.

It is not so much how many pounds of type you have in your plant as how many pounds are available for every day use without waste. Fifty fonts of fifty pounds each are worth more than five hundred fonts of five pounds each.

JOHN SMITH'S BOOKKEEPING.*

NO. 5.— BY R. T. PORTE.

Synopsis of preceding stories.— Having acquired a half interest in the *Bladon Banner*, and assumed the business management as well as the mechanical management, John Smith rearranges the plant, puts in a system for keeping track of advertisements and jobwork, and has the cashier of the bank help install a system of books, much to the amazement of his partner, Jefferson Bell, who is the editor. Mamie helps with the books and the setting of type.

Cash.

THERE is no question but that all country newspapers make money. If they did not, how is it that so many stay in existence? Perhaps, when we say existence, that just about answers the question. They simply exist, and that is all. Yet, ask the average editor or publisher if he is making money, and he will at once assert that he is making "good" money. It is not the plan or the desire right here to contradict that statement. It would not do any good to do so — it would not change the situation in the least. The *Banner* for ten or fifteen years had in some way managed to come out each week. All its bills were paid, and Jefferson Bell owned a little home on the edge of town. He ate three meals a day, and had a bed to sleep in. Did I say all bills were paid? They were, simply because nothing was obtained without the money in advance. Perhaps there had been a time when goods came on thirty days' credit, but that was long ago.

Yes, Jefferson Bell had prospered, in that he had managed to make a living and keep the wolf from the door, but he had become indebted to John Smith, his printer, now his partner, and to the bank. This he counted as rather unfortunate, but still perhaps not so unfortunate after all, as he owed neither of them at the present time, and did not have to worry about Smith quitting him, and also he did not need to worry — if he ever did worry — about getting the money to pay Smith every week.

But Jefferson Bell had a wife behind him, as has many another publisher. Some one has said it is not to the credit of the country publishers that they manage to live and keep going, but to the credit of their thrifty wives. And Mrs. Bell was thrifty. She managed her home well, wasted nothing, and, being able to sew, accomplished wonders with a few yards of cloth. All the credit for getting along need not go to Jefferson Bell, not by a great deal. Many a time Bell came home on the day the "insides" were expected to arrive, and told his wife he did not have enough money to pay the C. O. D., and some way Mrs. Bell happened to have enough to help out, and another issue of the *Banner* was saved to the world.

I like Jefferson Bell. I love him — a kindly man, with a great big heart, and with a great love for his newspaper, the child of his brain, the creature of his living thoughts.

Over my desk there hangs a picture. The central figure, the only figure, is that of a young man, sitting before a table on which lies a violin. His right hand is extended to the table, and the fingers are in the attitude of beating time. The window before him is open, and his gaze is far out to the great beyond, and through the haze of his cigarette smoke does he look. The picture is called "World Lost." He knows nothing of the world, to him it is lost, and just the dreams of his music, the thoughts that come to him, are the only realities of the moment. Nothing else matters.

Now, this picture is almost that of Jefferson Bell. He lived in an atmosphere of his own — far from the realities of the world — where great words were written, where noble thoughts were given, and material things were not of any worth.

Do you get what I mean? He simply — to put it in slang phrase — could not get down to earth. He was not materialistic. He could not think of such things as profit. If you were to ask him to define "profit" he could not do it in the sense that it means making a certain sum of money over and above a living.

A well turned phrase, a neat sketchy piece of writing, and an interpretation of Shakespeare appealed to him. He was a great friend of the principal of the school, and of the ministers of the town, who often visited him at the office and also at his home and discussed many things that the average man would consider a waste of time talking about.

John Smith was exactly the opposite. You could not possibly picture him dreamily looking out of the window, his fingers tapping the time of a tune that was but a thing of his brain, and with all the rest of the world shut out. John had about as much music in his soul as there is in a tin can. His sole contribution to the uplift of the world was a low, soft whistle, but what the tune might be no one has ever been able to figure. If he ever entered into a lengthy discussion over some obscure subject no one ever heard of it. But mention something about statistics, or figures, and just plain money, and Smith was ready to take part.

Bell had kept his books in his head — at least that part which had to do with expenses and receipts — and nothing was thought of profits. He was perhaps like many another printer and publisher — if he had some money in his pocket on a Saturday night after paying the help and the rent, and paying for other things, then he had made some money and business was good. Otherwise, if he had but little money, business was poor.

Not so John Smith. His little book contained a record of every cent he had received, every cent that he had spent, and his bank book told of the balances left over, which might be termed a profit. He always knew where he "was at." There never was any guesswork about that.

This being the case, it could only naturally be the result that Smith would want to know just where the money came from to keep the *Banner* in existence, and always where the money went. He would never be content to pay bills out of money on hand, and divide if any was left over. Not John Smith.

I knew of two printers who actually conducted their business in that manner. The total receipts each day were divided between them, and when a bill had to be paid, each paid his half. It may sound good, but it is a mighty poor way to run a business.

Smith had found out that whenever he received money he had to do something with it. Either it was spent or put aside for saving. The idea got into his head that in every transaction there are two sides, and two records must be made of the transaction. When he talked this over with the cashier of the bank he soon learned of one of the laws of bookkeeping, which it is just as well to discuss here.

The first point that should be impressed on the mind of any person who wants to have a system of bookkeeping is that whenever a debit entry is made a credit entry must also be made. Books must balance. If $5,000 is put into a concern, then each person putting in any part of that sum is credited with the amount he has put in, but cash is debited, or shown to have that amount. When the money is spent, then cash is given the credit, and whoever gets the cash is debited.

It is the common law of mathematics, and also of nature. Just as a pendulum swings to the right, it must also swing to the left. It is the law of balances, or the positive and the negative. Each must be used in the keeping of books.

If the income must be debited with whatever is sold, then it must be credited with the cash that is received, in order to show how much of the possible income actually becomes money.

*NOTE.— This is the fifth of a series of twelve stories about John Smith, printer and publisher, and his methods of keeping accounts. Copyright, 1920, by R. T. Porte.

It became very hard for Jefferson Bell to realize that he must no longer put the money he received for subscriptions, or anything else, into his pocket, and promptly forget about it, except to spend it. This had so long been a custom with him that it took extra strong mental power to get over the habit of putting into his pocket whatever money he received and forgetting to turn it over to Mamie to be accounted for.

Smith had the good sense to remember that this had been Bell's habit for many years, so he bore with patience the many slips where Bell forgot to turn in the cash.

Gradually Bell acquired the habit of turning in cash he received from subscribers whom he chanced to meet on the street, and who wished to "pay up for the paper." Especially did this impress him as being right when at the end of the curiosity was taking hold of Jefferson Bell, and that there was something on that desk he wanted to know more about.

Finally, just before noon, he went over to Mamie and asked her to show him more of that book they were keeping the accounts in.

"Oh, Mr. Bell," Mamie exclaimed, "we don't keep the accounts in that book. It is simply the book the daily transactions are put in, and then afterwards they go into other books."

"Well, how many books do you need?" Bell asked rather impatiently. "I thought that this book was all there was to it."

Mamie glanced at John Smith, who was at work filling galleys with dead matter ready for distribution, and having received a nod she turned to Bell and started to explain some

DATE 1911	NO.	ACCOUNTS FOR	DESCRIPTION	INCOME JOB WORK	ADVERTISING	LEGALS	STATIONERY	SUBSCRIPTION	CR.	CASH DR.	CR.
			BROUGHT FORWARD								
Nov 1		Office furniture	Inventory								
2		Composing Room	"								
3		Job Room	"								
4		Typewriter Press	"								
5		Printers	"								
6		Job Work	"								
7		Accounts Rec.	"	67 25	108 65	111 30	1 40				
8		Cash on hand	"							641 5	
9		Jefferson Bell	Partner								
10		Peter Smith	"								
10	1	Chas. Haverlan	Subscription					1 00	1 00	1 00	
11		Ira B. Way	"					1 00	1 00	1 00	
12	21	Perkins Pipe Co	Sm Stove	10 80							
13	22	Citizens Bank	See Notes	2 75							
14		N. B. Wilcox	Subscription					1 00	1 00	1 00	
15	24	Chic Real Estate Co	See Land Notes	16 00							
16		" " " "	Subscription					1 00	1 00	1 00	
17	4	Oliver Dennison	" (Xmas)					2 00	2 00	2 00	
18	25	Ohio Real Estate Co.	See Ins Note	3 25							
19	26	Farmers Bank & Co	See Statement	2 75							
20		Annie Jo Quinn	Subs					1 00	1 00	1 00	
21	27	Ladies Aid Society	250 Rodgers	1 25							
22	28	C. A. Nicholson	100 Auction Bills	6 00							
23		" " "	Subscription					1 00	1 00	1 00	
24		American Sup. Co.	Ready Prints								684
			TOTALS	107 75	108 65	111 30	1 40	8 00	8 00	645 5	684

Fig. 1.— Page 1 of Combination Cash Journal, Showing Credits for the Income Accounts, and also Cash Entries.

first week in November Smith handed him $18 in cash, with an understanding that thereafter each member of the concern would have his salary paid each week — Bell and Smith alike, except Smith would take fifty cents less a week. Nothing could have impressed Bell more than this, as he had never taken any stated sum from the paper each week, and it would have been difficult for him to really say how much money he had ever taken from the concern. That weekly receipt of a salary from the business meant more to him than Smith realized. Other things done to put the place on a business basis were more or less irritating to Bell, but for him to know that each week he would receive a stated sum was truly an awakening as to the possibilities of running a paper on business principles.

That night when he went home he took the $18 and handed the sum to Mrs. Bell. That she received the money in surprise may be putting it mildly, and both she and Bell talked that night for several hours about the change in affairs in the running of the *Banner*, and about John Smith in particular.

Next morning Bell went about his work at his desk in the same way as usual except that he would glance frequently at Mamie's desk, and once or twice he got up and walked over to it. To one who was watching him it was very plain that things about the "Combination Journal," which he was very intently examining.

"You will remember, Mr. Bell," Mamie said, "that when you were here the other night the cashier explained about putting down all the transactions in this book, and that it was the book of 'original entry,' as he called it. He also explained about the various items, and how they were debited to the 'Income' column.

"You will see on line 11 (Fig. 1) that the dollar Haverlan paid on subscription has been debited to 'subscription,' as have eight other items. You remember that Mrs. Aldrich did not pay for the twelve copies of the paper she wanted, so there is no cash entry for that, although subscription is debited (Fig. 2). Notice that alongside of the word 'Income' there is a dividing line, and that 'Cr.' is printed in the next box heading. This is for placing the amount of credits or the amounts paid that have been debited to the various items under 'Income.' By adding the total of the various items of 'Income,' and taking the total of the 'Cr.', and subtracting that amount we will have the balance that is owing us from everybody."

Mamie then went on to explain that "Debit" represented what was due the firm, and "Cr." the amount paid the firm. Having credited "Income," it was necessary to transfer the

amount to something else, and as it was cash, then "Cash" was debited with the amount of money received.

Line No. 8 (see Fig. 1) showed that there was $52.15 on hand the first of November. During the week enough had been collected so that the total debit column on the second page (see Fig. 2) showed a total of $61.35. During that time some money had been spent, and "Cash" had been credited with whatever had been spent, so that the balance on hand at that time was the difference between $61.35 and $57.31, or $4.04. That was the total wealth of the concern in cash at that time.

"Then at any time you have simply to take one sum from the other and the cash you have on hand should equal the difference. Am I right?" Bell asked.

"A lot of things have got to happen first before we think about using them. I'm going to dinner."

And Mamie and Bell followed his example.

PRICE CUTTING IS PEANUT SALESMANSHIP.

The price cutter is worse than a criminal. He is a fool. He not only pulls down the standing of his goods, he not only pulls down his competitors — he pulls down himself and his whole trade. He scuttles the ship in which he, himself, is afloat.

Nothing is so easy as to cut prices; and nothing is so hard as to get them back when once they have been pulled down.

Any child can throw a glass of water on the floor, but all the wisest scientists in the world can't pick that water up.

DATE 19 11	NO.	ACCOUNTS FOR	DESCRIPTION	INCOME JOB WORK	ADVERTISING	LEGALS	STATIONERY	SUBSCRIPTION	DR.	CASH DR.	CR.
			BROUGHT FORWARD	100 75	100 65	111 30	1 40	8 00	2 00	61 35	57 31
Nov. 4	33	Bonner	1320 Joplin								
21		"	3 Knit Vests								
22		R.W. Matthews	Sub.					1 00	1 00		
25		Peoples Dispensary	Adv. 30 in.		9 00						
26		Citizens Bank	"		1 35						
27		Wedgwood Westgard	Legal (28 lines)			7 00					
29	1	Peoples Dispensary	15 lines Notice		4 50						
31	31	Ottoe Gamble	"Storia" 12 in.		3 60						
31	31	D. L. Sampson, Atty.	Pet. for Divorce (first time)			1 40					
31	60	J. R. Folsom	Chief Adv. 8 lines		1 50						
31	61	Davis & Son	"Poland" 18 in.		2 70						
31		Iowa Pub. Aldrich	12 Office Boys					6 00			
31	51	A. L. Wilson	Chief Adv. 3 times		4 50						
31	50	A. M. Thompson	" " 3 "		1 50						
31	48	Citizens State Bank	" " 8 "		2 40						
31	35	Wheeler Real Estate Co.	" " 4 "		2 00						
31	45	The Topsy Co.	18 in. Adv.		1 80						
31	58	Walter Fahan	10 in. Adv.		5 00						
30		Lacey Fellows	4 shirts conditioned				2 00		2 00	2 00	
31		Central Illinois Light Co.	Income Report No. 3								8 27
30		Pennsylvania R.R.	Freight & Baggage								2 74
31		Jefferson Bell	Salary								15 00
31		John Smith	"								12 50
31		Dennis Brewer	"								6 00
			TOTALS	100 75	120 55	119 82	1 40	14 00	5 00	61 35	57 31

FIG. 2.—Page 2 of Combination Cash Journal, a Continuation of Page Shown Opposite.

Mamie assured him that he was right, and also that they not only would know exactly how much business had been done but also how much had been paid for, where the cash had gone, and the amount of cash on hand.

It was all very simple. The jobwork or advertising done and the subscriptions received were entered in the right columns. If paid for at the time, the "Income" was credited and "Cash" debited. If paid for later, the same thing was done. Any person could readily see that at the end of the month every business transaction would be shown, and also how much of it had been paid for, how much cash had been spent, and the balance of cash there was on hand.

"And to think," Bell said as he went to his desk, "that all these years I have thought bookkeeping was so complicated. That seems simple enough."

"You are right," John Smith said, stopping his work for a moment. "There is nothing so wonderful about bookkeeping, only the trouble has been that too many books have been used to do a simple thing."

"Well," Mamie put in, "just what I explained to Mr. Bell is not all there is to keeping that book, I am sure, although that is as far as the cashier has shown me. How about the rest of the columns in these sheets?"

Who gets the benefit of price cutting? Nobody.

The man who sells makes no net profit; and the man who buys soon finds himself getting an inferior article.

No manufacturer can permanently keep up the standard of his goods if the price is persistently cut. Pretty soon he is compelled to use cheaper materials, and to cut down the wages of his workers.

The man who cuts prices puts up the sign: "This way to the junk heap!"

He admits his own failure as a salesman. He admits he has been defeated according to the Marquis of Queensbury rules of business. He admits he can not win by fighting fair.

He brands himself as a hitter below the belt.

If the business world were dominated by price cutters, there would be no business at all.

Price cutting, in fact, is not business any more than smallpox is health.— *Photoengravers' Bulletin.*

IMMUNITY.

"What are you going to do about the luxury tax?"

"Nothing much. When I get through with the regular tax I won't have money enough to buy any luxuries."—*Exchange.*

BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"From Paper Mill to Pressroom."

Papermaking is generally supposed to be an unexplored subject, but William Bond Wheelwright, in his latest book, "From Paper Mill to Pressroom," brings the art of papermaking to the understanding of even the uninitiated. The book is a reprint, with a few slight revisions, of a series of articles which appeared in THE INLAND PRINTER from January, 1915, to October, 1915.

It has been the purpose of the author "to present a treatise on paper free from confusing technicalities, yet sufficiently intimate to be of service alike to the manufacturer, the salesman and the consumer of paper, viewing the subject in a broad way from the paper mill to the pressroom."

Two chapters have been added, namely, "The Paper Trade" and "Importance of a Knowledge of Printing." The other chapters are: "Tradition and History of Papermaking," "Raw Materials," "Future Fibre Possibilities," "The Constituents of Paper," "Papermaking," "The Physical and Chemical Aspects of Paper," "Appraising and Testing Paper," "Pressroom Difficulties."

When published serially in THE INLAND PRINTER, the articles filled a long felt want, and in their present form will make a valuable addition to the library of any one interested in the subject of paper.

"From Paper Mill to Pressroom," by William Bond Wheelwright. Published by George Banta Publishing Company, Menasha, Wisconsin.

"Time-Telling Through the Ages."

Robt. H. Ingersoll & Bro. have favored THE INLAND PRINTER with a copy of the book "Time-Telling Through the Ages," which they are distributing to a number of friends in celebration of their twenty-fifth anniversary as watchmakers. Mechanically the book is a gem. Walter D. Teague, whose work has been reproduced in the columns of THE INLAND PRINTER, acted as art director and supervised the preparation of illustrations, typography, and other art and mechanical features. A critical examination of the work shows that he has indeed done his work well. "Time-Telling Through the Ages" is a handsome volume of 294 pages, bound in boards, with cloth back. Antique finish book paper has been used for the text pages, and the full page illustrations, of which there are twenty-four in half-tone, are printed in sepia duotone ink on white dull enamel stock. Original Caslon Old Style, with monotype old style, have been used with pleasing results. The pages have ample margins, and have been arranged for easy reading.

The book is more than a mere advertisement for a business firm. As Dr. Frank Crane says: "This book is a record of something done. It is the story of a great achievement. It tells how ambitious and determined American young men applied themselves to one problem of their age, took at the flood that tide which bears on to fortune, became successful manufacturers and merchants, gave employment to thousands of self respecting workmen, and applied a useful and necessary article of personal use to millions of their fellow beings."

"Time-Telling Through the Ages," by Harry C. Brearley, prepared under the direction of the Brearley Service Organization, New York city; published by Doubleday, Page & Co., for Robt. H. Ingersoll & Bro., 315 Fourth avenue, New York city.

"National Edition of the Printing Trades Blue Book, 1920."

The Illinois edition of the Printing Trades Blue Book, and the Printing Trades Blue Book for New York and surrounding territory are already well known to most of the members of the printing fraternity. These books cover the two most important centers of printing, and it only remained for the publishers to produce a directory covering the territory outside of New York and Chicago. This has been accomplished in the national edition of the Printing Trades Blue Book, a copy of which has recently been received by THE INLAND PRINTER. Although the publishers modestly state that they have but "scratched the surface," a careful examination of the book shows that it goes a long way toward covering a field which has heretofore been almost untouched. In the general directory will be found listed almost every manufacturer selling to the printing trade, as well as nearly every manufactured article for the trade known by a trade name.

The national edition may be secured from A. F. Lewis & Co., 608 South Dearborn street, Chicago, Illinois, or 41 Park Row, New York city.

"Thomas' Register of American Manufacturers."

Although several months late, the eleventh edition of "Thomas' Register of American Manufacturers" has made its appearance. Owing to the shutdown of all the larger pressrooms in New York city last fall, work on the directory was suspended until December 15. Since that time the publishers state that the work has proceeded night and day.

The book is said to be the largest publication of its kind ever issued, containing more than four thousand five hundred pages, with over five thousand eight hundred advertisements. It shows not only the names of sources of supply, but in many instances the advertisements furnish the data desirable in making selection.

For convenience, the directory is divided into three main sections — (1) alphabetical list of products, (2) "A-Z" index to manufacturers, giving the home and branch offices, names of individual officers, etc., (3) trade name index, arranged alphabetically by trade names or special brands. Other smaller divisions give the names of leading banks, manufacturers' representatives, exporters and importers, extended indexes to sections, etc.

"Thomas' Register of American Manufacturers," published by Thomas Publishing Company, New York city. Price, $15.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science
Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Does Cold Affect Metal Bases?

A Long Island pressman writes: "Through your column I should like to know if other cylinder pressmen have had experience with metal bases such as I have. After using one of these bases for a few weeks I discovered one morning that it did not lie flat on its ends. I could easily push a two point lead under the base at both ends. I am positive that the base was wiped clean before it was put on the press. Is it possible for a metal base to be warped by the cold weather in a pressroom?" If any of our readers have anything to offer on this subject we shall be glad to receive their opinions and pass them on for the benefit of the trade in general.

Ink Does Not Remain Against Fountain Roller.

A Virginia pressroom superintendent, among other things asks what may be used besides oil to thin down ink so that it will remain against the fountain roller and not push away as at present.

Answer.— Where the ink does not remain down against the fountain roller you may thin it a trifle with turpentine. To a large fountain full of ink add a half teacupful of turpentine, and stir in until thoroughly mixed. This usually gives the desired thinness to the ink and will not have the bad effects of oil.

Printing on Sandpaper.

A New York pressman submits several samples of sandpaper and garnet cloth, on the back of which he must print legibly. He states: "At present I am printing the sheets the same as if they were plain paper, but instead of type I am using a rubber stamp made hard for that purpose. I thought of a rubber tympan, but wish to know if you have any better suggestion. If a rubber blanket is needed, where can I get it? Can I print this from a plate instead of rubber stamp?"

Answer.— Print from an ordinary rubber stamp. Using a rubber blanket will increase the resiliency of the tympan. A piece of rubber suitable for the work may be procured from a dealer in rubber supplies for engineers, etc. Do not attempt printing from electro or any hard plate.

Register Colorwork on Two Presses.

An Indiana pressman writes: "Will a sheet of colorwork register if one color is printed on one press and the other color on another press? Pressmen have always insisted that to get proper register both colors should be run on one press at the same rate of speed. Does it make any difference if run on two different presses at different speeds?"

Answer.— We are of the opinion that if the sheet is fed to the guides having contact with the sheet at the identical points, the register will be the same as if printed on one press, provided that the lifting of the guides and the gripping of the sheet occur without any shifting. If the grasshoppers are used in both cases and the sheet is taken by the grippers, which should take the sheet with identical guide clearance, we can not see that any difference can occur even if the speed varies. We believe the best test would be with automatic feed on two different presses on different speeds. We should like the opinion of color pressmen on this subject, with reasons pro and con.

Tympan for a Colt's Armory Press.

A Western pressman desires information relative to make ready on platen presses, especially as applied to the Colt's Armory press, also books on die cutting and embossing.

Answer.— Before make ready begins on a press, a suitable tympan must be prepared, though it appears that pressmen do not agree on the point of how much tympan should be used. Only recently a letter from a Southern pressman informed us that he was having trouble of some sort or other, and he was wondering if four pressboards and quite an addition of paper was enough tympan to use. He probably will be surprised when he reads the press manufacturers' advice regarding the amount of tympan to use. It reads as follows: "We have found in our experience that the best make ready on a Colt's Armory platen press is a very thin make ready, such as three sheets of manila paper, fiber board, additional sheet of manila paper make ready, with oiled sheet covering all. The object of the oiled top sheet is to keep all the moisture away from your make ready." We believe that too much tympan on either cylinder or platen presses is often responsible for evils that arise in presswork. In cylinder machines keep the cylinder bearers tight against the bed bearers, and in platens avoid overpacking. Several books on die cutting and embossing are listed in our catalogue, a copy of which will be sent on request.

Artificial Daylight for Color Matching.

In an address given recently at St. Bride Institute in London, E. G. Phillips, chief of the electrical department of Boots, the Chemists of Nottingham, England, referred to an apparatus for furnishing artificial daylight. The Sheringham light is an invention of George Sheringham, who has discovered a means of producing a light that closely imitates daylight. It is obtained by the use of an apparatus in which any artificial light may be thrown onto a shade, on the under side of which is a color design marked out in accordance with the light absorption curve of the light employed. In effect, a proportion of the red and the yellow rays is absorbed by the shade, and the blues and the violets are apparently accentuated, only apparently, however, because it is impossible to obtain more than what actually exists in the light; but, owing to the absorptive action of the pigments, the proportion of the blue and violet is increased. Research work in connection with this light is still in progress. The lecture appeared in full in the March number of *The Caxton Magazine*.

In the matter of artificial daylight, we may state that in Chicago a number of photographers are equipping their studios with a portable apparatus, which will enable the camera man to take his outfit into a home or shop and make an exposure

to secure a negative where under ordinary circumstances a magnesium or arc light would have to be used. It is mentioned in this connection that the apparatus is electrical and may be connected to any ordinary lamp socket. The exposure of the plate is reduced to daylight periods by this new apparatus, we understand.

Narrow Colored Edges on Greeting Cards.

A Nebraska correspondent writes: "Can you tell me the simplest and best way to put colored edges on greeting cards? I understand they are painted on. What method, tools or arrangement is there for arranging the pile of cards to paint them?"

Answer.— The color may be applied to the edges of cards with a sponge moistened with a liquid made by dissolving the desired colored dye in hot water or in wood alcohol. Care must be exercised in the work to prevent the color running into the stock. The sponge or cloth which is used must carry but a small quantity of the coloring medium, which should be applied with a quick sweeping motion. A safer way is by using colored printing ink on a soft composition roller. The preparatory part of the operation for applying either the liquid color or the printing ink consists in placing, say, fifty cards or sheets of paper on a waste sheet somewhat larger than the sheet to be colored, roll or scrape the sheets apart from one corner toward the opposite corner, diagonally, until they expose the desired margin. Distribute the ink uniformly, and apply the color to the exposed edges by an outward movement of the roller while you are pressing down firmly on the cards. When the color is applied, set the cards aside until they are dry, and repeat the operation from the opposite corner.

Wrinkling of Sheets on Cylinder Press.

A Texas printer submits a sheet of enamel paper printed in red ink. The pages are enclosed with a two point rule, and sheet wrinkles occur on the rule at one edge of the sheet. The letter reads: "We are running the enclosed form on a pony press with eight plates, and are having considerable trouble with sheets being badly wrinkled, which you will observe from specimen enclosed. Please advise whether it is due to any fault of the tympan, or to the number of plates locked up on this form, or to the make ready. Our pressman contends that the trouble is caused by the number of plates locked up on the form, and that there is no remedy for the trouble."

Answer.— A plate or type form of this character is always prone to give wrinkles, as the rule enclosures prevent the slight distortions from working out toward the rear end. If your cylinder is equipped with a hard packing composed of several thin sheets of pressboard, we suggest as a preventive, when a job of this character is to be run, that you use one sheet of the pressboard just under the top sheet. This will make it necessary for the pressman to place the regular tympan sheets under the top pressboard. Where the pressboards are thick it will be necessary to try the following method: Instead of a regular tympan use a few sheets of top sheet or thick smooth manila for a tympan. If this material is not available, use one or two sheets of bristol or manila tag board for a tympan. Put the make ready on the under sheet, and run the form with as light an impression as possible. Be certain that the grippers and guide rests do not cause an upward curve of the stock, as this will cause a wrinkle to appear at the opposite end of the sheet. To ascertain how the sheet appears on gripper edge, stop cylinder after sheet is withdrawn from the guides, and see if the edge lies flat to the tympan. If an upward curve appears where the sheet touched the guide it may be corrected by lowering the guide rests so that the guide almost rubs the packing. The principal trouble on forms of this character comes from yielding plate bases and tympan, combined with heavy impression. It is avoidable by use of hard tympan and light impression. We have seen wrinkles on thin stock smoothed out by placing a wide double thickness of smooth heavily oiled manila wrapper between the cylinder and the sheet guards. The upper end of the folded sheet was creased and fastened over the sheet guard screws on the rod, and the lower ends of the sheet would come down to the lower end of the sheet guards. The guards would be reset when the cylinder had a sheet, and with the grippers down to the bottom. Begin setting guards in the center, and work toward outside; do not make them press too tight. This method has some merit, and keeps sheets that are torn or turned from being caught in rollers. In backing up cylinder be careful that it does not tear the attached sheets.

Wants Books on Cylinder Presswork.

A Utah concern operating a private plant writes, in part, as follows: "Please send us information on books suitable for instructing men in regard to the operation of cylinder presses. We are having considerable trouble with the register of a cylinder press, and desire information as to the way to overcome this trouble."

Answer.— The best book on general presswork is the "American Manual of Presswork." This book, with "Modern Presswork," by Gage, should be in the hands of those who are beginners in this branch of printing. The knowledge obtained from these books can not be otherwise secured without long experience at the trade. With the aid of these two books, capable beginners can secure fundamental facts that will greatly help them in their work. In regard to register of printed sheets, there are various causes that may produce irregularity in the register, such as imperfect feeding, wrinkled stock, unseasoned stock, guides rising too soon, grippers causing the sheet to wrinkle and to slip away from the guides, grippers not holding the sheet tight enough, feed board not being rigid enough sidewise, form shifting after job is started, etc. Usually a pressman of experience will be able to determine just where the fault lies when irregular register occurs. A beginner, however, has not become acquainted with the various details of the work that may lead to bad register, so that if he reads the books mentioned it may be a suggestion as to causes with which he is unacquainted.

NEWSPAPER CONSTITUTES TOWN'S ARCHIVES.

"Can you tell me the date the Baptist church burned — I mean, of course, the famous fire that all the old inhabitants talk about?"

The librarian looked up from her work. "No, I can't tell you the exact date, but I think I can find it for you quickly, for we have the files of the local paper since it was started. My impression is that the fire — the big fire, as they call it — was about 1873, and it won't be a very long job to look it up."

She went to the stacks in the rear of the library, pulled out a dusty bound volume marked "*Herald*, 1873," and spread it open on the table. "Ah, here it is," she said, after a minute spent in turning over the yellow leaves.

The person who had inquired for the date, a member of the Woman's Club of the town, sat down and read the article. "This gives me exactly the information I want," she said.

"I thought it would," said the librarian. "I fear most people do not appreciate how valuable is the local newspaper from the viewpoint of local history. In fact, it seems to me that it is about our only source. Only when an event gets into print is it officially recorded and filed for reference. Flimsy as it is, the printed word of today is the counterpart of the ancient stone inscriptions that give us records of a long ago yesterday. I consider the bound volumes of the local paper our most valuable possession."—*Publisher's Auxiliary.*

NEWSPAPER WORK

BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter and stamped self addressed envelope enclosed when reply is desired by mail.

Do Not Jump at Space Costs.

It is reported that the committee selected to ascertain and decide upon a basis for selling costs of newspaper display advertising will make its recommendations soon. As this is a very important matter we hope the decision will not be arrived at hastily or on any false basis. While most publishers of small dailies and weeklies now know, and lament the fact, that they have not been getting adequate rates for display space, they also know they must depend upon their local communities and accept local conditions that have been developed, not as those conditions perhaps appear to outsiders.

For instance, it was stated three or four years ago that no community newspaper, however small, could handle display advertising at less than 10 cents an inch. This was supposed to apply to all papers having a circulation of 500 or under. Later it has been established and recognized that such papers can not handle display advertising at any such rate with financial success. Fifteen cents an inch was regarded last year as more nearly right — and not half of them felt they could reach that rate and continue on good relations with their local business men. Now it is as fairly established that 20 cents an inch will not any more than let the smallest newspaper publisher out whole on display space, counting his own salary and overhead, which should be counted. Granted, so far as that is concerned. But suppose this committee shall recommend a proposed sliding scale for display space based on 20 cents an inch for 500 circulation, and then add one cent an inch for each 100 circulation on all above that. Has anybody a cost system or an accounting system that will show there is that difference in cost for each 100 of circulation? We dare say not. Therefore, any such recommendation must be largely based on guesswork, and nowadays we are all trying to get away from that.

We have in mind one of the very largest weekly paper publishers of this country who has maintained no sort of accounting system save that of a good cash book and a bank account. He has been selling over 5,000 circulation at 20 and 25 cents an inch, and has been cleaning up a profit, he says, running into five figures. Granted again. But he has not had to account for his real overhead — for his own salary, or for depreciation charges, rent, losses, etc. Good business today requires that all this should be charged in any industry. But the fact remains that he has been very successful, and we doubt if any cost system will show that 2,500 of his circulation costs him or should sell for 40 cents an inch when the first 500 circulation is charged at 20 cents an inch. Going further along, suppose the recommendation of the committee should be that for each 500 circulation above 2,500 the display rate should be 3 cents an inch more, or 43 cents for 3,000 circulation; 46 cents for 3,500; 49 cents for 4,000; 52 cents for 4,500, etc. Does anybody know that the cost or selling price should be advanced 32 cents an inch above the first 500 for a 4,500 circulation?

In this cost and selling price discussion absolute fairness should be observed and care used before making a basis rate that only a small proportion of publishers dare even approach. Competition now makes daily papers in many places sell their space at less than 3 cents an inch for each 1,000 of circulation. These daily papers are going directly into the local fields around them in competition for the large volume of farm sale and other local advertising that the smaller papers have developed. To some thoughtless persons 1,000 circulation is 1,000 circulation, no matter how it was secured or where it goes. The sellers of such circulations most easily and casually state to the prospective buyer of space what an enormous amount more of publicity is to be obtained at 3 cents per 1,000 than at 10 cents per 1,000, or 6 cents, as the case may be, for the amount of money appropriated. Today it is usual to see farm paper circulation being sold that is largely blue sky for those who buy it as compared with the concentrated and complete circulation of more local mediums.

Hence we urge again that every care be taken to ascertain the facts, not the wishes of sellers of space nor buyers of space, nor the view of the profiteer in recommending local newspaper space rates for general adoption. It is bad leadership that leads to ruin.

To Help Print Paper Conditions by Killing Customers.

The present desperate situation with regard to news print paper is causing no end of thought and speculation as how to handle the question through national legislation. We have believed all along that the less Congress "monkeys" with the situation the better off all publishers will be in the end. Jumping at legislation of this or any other kind without sufficient facts to procure intelligent action is likely to result in the proverbial change "from the frying pan into the fire."

Recently a revolutionary bill was introduced in Congress, which possibly should be read in its entirety for all to appreciate its meaning, and it is as follows:

H. R. 12976. (Second Session.) Introduced, March 8, 1920, by Representative Thompson, of Ohio. Referred to the Committee on Ways and Means.

To increase the revenue of the Government of the United States and to conserve the supply of print and other paper by imposing a tax upon advertisers.

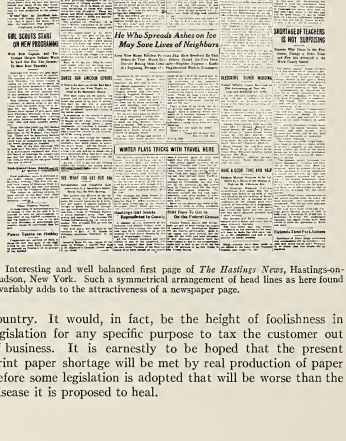
Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That from and after the passage of this Act there shall be levied, assessed, collected, and paid by the advertiser upon all advertisements in any book, magazine, or newspaper having a circulation of five thousand or more, pamphlet or other publication entering the United States mails a tax equivalent to ten per centum of the sum usually charged by the publishers of such book, magazine, newspaper, pamphlet, or other publication for such advertising matter: Provided, that such tax shall not apply to nor be collected upon classified advertisements when the same is a bona fide advertisement of articles "lost" or articles "found," of "help wanted," of "positions wanted," nor to bona fide public sales at auction of live stock and farming implements and utensils.

SEC. 2. That there shall be levied, assessed, collected, and paid by the advertiser on all advertising matter other than that specified in Section 1 hereof a tax equivalent to fifteen per centum of the sum usually charged for the production of such advertising matter.

SEC. 3. That such person, corporation, partnership, or association receiving any payments referred to in this Act shall collect the amount of the tax imposed herein from the person, corporation, partnership, or association liable therefor, and shall make monthly returns under oath, in duplicate, and pay the taxes so collected to the collector of internal revenue of the district in which the principal office or place of business is located or obligation for the collection of the tax arose. Such returns shall contain such information and be made in such manner as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may by regulation prescribe.

Of course, all publications affected by this bill will oppose it. It is discriminative and will doubtless have to be amended to include all classes of newspapers and periodicals or it will not stick, and therefore all publications will view it with alarm. Getting at the advertiser to make him let go his hold upon the columns of newspapers is the last thing any newspaper publisher should encourage. It is contrary to the policy the press has fostered from time immemorial. Indeed, the advertising columns of all publications are taxed enough now in the form of additional postage to have any deterrent effect on the advertiser which the proposed H. R. 12076 could possibly have, short of driving the advertiser out of all newspaper publicity. The theory is wrong, and the effect would be disastrous to the tremendous publishing industry of this country. It would, in fact, be the height of foolishness in legislation for any specific purpose to tax the customer out of business. It is earnestly to be hoped that the present print paper shortage will be met by real production of paper before some legislation is adopted that will be worse than the disease it is proposed to heal.

THE HASTINGS NEWS



Interesting and well balanced first page of *The Hastings News*, Hastings-on-Hudson, New York. Such a symmetrical arrangement of head lines as here found invariably adds to the attractiveness of a newspaper page.

Observations.

Wage scales are going up even faster than we predicted in this department six months ago. We stormed and stressed to interest the smaller publishers and printers in the matter of getting apprentices started in the business. Now the

THE BIWABIK TIMES



Another attractive first page — that of *The Biwabik Times*, from the great newspaper State of Minnesota.

demand for printers has reached the proportions of a panic. The large union shops have nowhere near their quota of apprentices, and in one whole State we have investigated the situation and found less than one hundred apprentices for the printing business. Taking into consideration the fifty per cent of printers who went to the war, forsaking the business entirely, and the loss of many from the business because of demands and higher pay in other industries, where is the ray of hope for the smaller employers unless they do start good boys and girls in the printing game? Five years from now we predict a very general shutdown or suspension of printing shops unless the ranks of the craft are augmented by apprentices started now. We can not forever lose at the skilled end of the business without supplying new material at the beginning. There are boys and girls waiting to learn the printing business if they only knew of the opportunities it presents now.

If you are a progressive publisher in these days you have to deal with the income tax collector. In fact, you ought to have an income on which there is a tax, whether there is one now or not. But the point is, have you made anything like an invoice of your business assets so that you can deal with the collector now or in the future without question? The value of a printing and publishing plant today may have to be reckoned somewhat intelligently five years from now or later, when it is sold. An invoice of your printing machinery, materials, paper stock and furnishings is not hard to make. Such an invoice should be in the office safe or in a private box at the bank

right now in order to protect you in the event that it should become necessary for you to collect fire insurance; as a guide to your widow or estate in case you should expire with the flu; and as a guide to yourself when it comes to handling the income tax man a few years from now, when you will have to make figures on the valuations of your plant as of the present date and then.

Many States are still in need of some standard for body type measurements. They are still operating under legislation that says the legal rate shall be so much "per folio" of so many lines, or so much "per square of so many lines," etc. Some state laws say the charge for legal publications shall be so much "per line." And then the size of type to be used is disregarded. This is freak legislation, almost, and should not be enacted. However, there is a real need for some authoritative organization in the printing and publishing business to say just how many ems of any size of type shall contain the alphabet, from a to x, y, z. As the square of any type is the "em" of that type, such a standard can readily be made and accepted as a legal basis for measurement of type lines in legal or other forms. The thing needed is an organization with authority to make it a standard.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

The Gothenberg Times, Gothenberg, Nebraska.— Your issue for February 11 is a fine one. Good presswork, a large amount of interesting news matter, excellent display advertisements and good make up combine to form an edition of which you may well feel proud.



The "Special Pershing Edition" of *The Dallas Journal*, Dallas, Texas, contained many striking and unusual advertisements, of which this one stands out as most out of the ordinary. The advertisements were for the most part planned by Boyd Bennett, of the *Journal* chapel. The circle in the center of this advertisement is made of a single strip of three point hair line rule 210 feet long, which, if stretched out, would reach from the top of a sixteen story building to the ground.

The Biwabik Times, Biwabik, Minnesota.— The pleasing first page of your issue for February 20 is reproduced herewith. It is characteristic of the fine paper, the only fault in which is the use of ugly condensed gothic in advertisements. Don't use this in the advertisements — keep it where it is good, in news headings.

JOHN GREENLEE, West Union, Ohio.— We have yet to see a paper printed on the type of press you are using on which, if an adequate amount of ink were carried, there was no evidence of smear on the inside pages which were printed on the lower form. If the ink, the rollers, the paper, etc., are just right a certain amount of smear will be in evidence, which is caused by the web passing over the steel rolls and being backed up so quickly. When ink,



Four striking quarter page advertisements from the Dallas (Tex.) *Journal*, designed by Boyd Bennett.

rollers, etc., are *not* just right the condition is aggravated. We would write the makers of the press for a way out of the difficulty, although, frankly, we have seen papers by no means as well printed. Try this plan and let us see a copy after the change.

Belt Valley Times, Belt, Montana.— You are getting out a fine newspaper. The only fault worth mentioning is the make up of advertisements, which all too frequently are scattered over the pages without semblance of order. If you would adopt the pyramid make up we would consider the *Times* a one hundred per cent small-town paper.

The Summerland Review, Summerland, British Columbia.— Presswork is excellent, and the first page is interesting generally. It is not the best of make up, however, to have a large news heading at the top of each column on the first page. Such an arrangement confuses the eye. Spread them out a little — keep them apart and distribute the interest all over the page. Most of the advertisements are satisfactory, although not of a high grade. Several, we note, are crowded, due to your using larger type than necessary and emphasizing too many lines therein.

WALTER C. BENTZ, Fort Myers, Florida.— In general, the *Tropical News* is an excellent publication. Presswork and make up are of a high standard. The advertisements are well arranged and displayed, although it would seem with such a fine line of advertisements you would supplant some of the unattractive display types for more modern letters, which would increase the effectiveness of the display and improve the appearance of the paper generally. The checker board borders should also give way to the plainer line borders, which serve every practical purpose for which a border is intended, without the danger of detracting from the type.

VIRGIL E. SPROULL, Prosser, Washington.— The "Prosperity Edition" of the *Independent Record* merits high praise, especially as concerns presswork and the character and amount of reading matter it contains. The first page of Section One, one which you specifically asked our opinion, is a little too "fussy." It would be more satisfactory if there were no extensions at the sides of the panel containing the introduction to the edition. The four half-tones used on this page are too small, especially considering their importance in connection with illustrating the growth of the city. Make up is good throughout, and the advertisements are excellent — much better, in fact, than is usual in editions of this sort.

The Carroll Herald, Carroll, Iowa.— First page make up is admirable, and the large amount of interesting news matter is another strong feature of your paper. While the advertisements are not to be classed as poor, they would be greatly improved by the elimination of some of the antiquated and

unattractive type faces used, particularly the condensed gothics, and by a more careful distribution of white space. Sometimes, also, too many points are emphasized, and quite often there is not sufficient distinction between the display lines. Plain line borders would be preferable to the decorative borders you so largely use.

JAMES J. REID, Grant, Nebraska.— We can truthfully state that the *Tribune-Sentinel* is one of the finest small-town papers we have examined in some months. Manifestly you cover the news of your field, as is indicated by the exceptionally large amount of interesting local items. Make up of first and inside pages is the strong feature of the paper, although the first page would be more interesting in appearance — if not more interesting, in fact — if there were some snappy news headings, at least at the tops of columns. Advertisements are well handled in all respects, the large display advertisements run together in effect and confuse a reader. Border lines mark the limits of display and thereby obviate confusion to the reader. There is not that attention to the niceties of distributing white space, which adds so much to the effect of advertising display, and there are often too many emphasized lines in an advertisement. The news features are well handled so far as we can judge from the paper, without a thorough knowledge of your particular field.

EDWIN BLACK, Preston, Iowa.— We regret the long delay that has ensued since the copies of the *Times* were received. They were inadvertently placed in the wrong lot and hence were carried over from last month's papers. We are pleased to state that in general the *Times* is a fine newspaper. The four column Stoltz advertisement, to which you particularly directed our attention, is admirably laid out and displayed. We have no suggestions



Jake & Bill, at Charles City, Iowa, are great advertisers, and find hearty and intelligent support from the ad. man on the *Intelligencer*. A spread like this, so forcefully displayed, can be depended upon to draw people to a store.

for Owen & Co., to which you particularly directed our attention, being especially well arranged and displayed. It is strong, neat and legible.

W. H. NYE, Medina, North Dakota.— Good presswork is the feature of your paper. It seems that a city large enough to provide such a nice line of display advertising should also provide a greater amount of local news items. Advertisements are good and bad, good as to display and arrangement — excellent we should probably say — but bad because of the frills that have been added in the shape of "fussy" borders and cut-off rules needlessly and purposelessly used with such reckless abandon in some instances. Plain rules make the best borders, especially since their general use gives a paper an appearance of uniformity, which is lacking when a great many styles of decorative borders are utilized. Many of the advertisements, however, are excellent, and these, let us state, are the plainer ones.

E. W. NORRS, Bellingham, Minnesota.— First page make up of both copies of the *Times* sent us is excellent. Presswork is not up to the same high standard, as the print is pale and is not uniform. The placing of advertisements on the pages of the paper according to the approved pyramid is all that could be done in that respect. The advertisements themselves, as a rule, are poorly displayed and arranged. We see one advertisement set entirely in bold face type — every line big, and varying little in size from its neighbors, and crowded — whereas another is weak in display, the important lines not being sufficiently emphasized. The "spotty" checker board border so often used detracts from the advertisements instead of adding to their effectiveness. Plain rules consistently used as border would improve the appearance of the advertisements and the paper. In display select the one or two big points and emphasize them by contrast of size and tone from the remainder of the matter, but do not emphasize too many points, and do not make those that are emphasized too nearly the same size.

Republican and Review, Lansdale, Pennsylvania.— We are glad to learn that you have taken steps to eliminate the irregularities in the presswork, as these are blots on the escutcheon of a fine newspaper. While most of the advertisements are well displayed and arranged, the fact that many do not have borders is a serious fault. Under those conditions the different to make for its improvement in those respects; in fact, the only fault worth mentioning is one found in most of the advertisements in the several issues of the paper sent us — the use of a condensed block letter for important display lines. If you could eliminate this unattractive letter from your newspaper and standardize your display on the Century, or some other modern display type, the advertisements — even as now displayed and arranged — would be high grade. The condensed block letter referred to is not only unattractive in advertisements — as it has no style — but is not a good display letter. You have too many styles of display type in small fonts, which makes it impossible to maintain a pleasing "dress" for the paper. You would find the general use of one style an economical advantage also. Make up is generally good — that is, on those pages where the pyramid style is followed, which happily are in the majority — and presswork also is of a high grade.

The Hartsburg Enterprise, Hartsburg, Illinois.— Our compliments on the good presswork by which your paper is distinguished. There is also a large amount of interesting local news matter, which ought to make the *Enterprise* popular with the citizens of the town. Make up is very good, as is also composition of the advertisements. The only thing about the paper which we do not like is the fact that one advertisement on the last page (issue of March 18) is allowed to dominate the others. From the standpoint of the individual advertiser he is justified if he can get in a paper an advertisement that will dwarf every other one on the page where it appears. The small-town publisher, having control of the type used in his paper, has it in his power to see that all advertisers have an equal opportunity in catching the eye of the reader, and it is to his decided advantage to utilize this power, as then he will have more satisfied advertisers as well as a better looking paper. We have long insisted that small-town papers should utilize one style of display type for all advertisements. This gives every advertiser an equal chance, makes the paper more pleasing in appearance and, by eliminating the setting of trial lines, the resetting of lines because of short fonts, etc., reduces the cost of producing the paper. We assume, of course, that the publisher would have the same number of fonts of eighteen point, for example, of the one series that he must have of several series in order to handle the composition for his paper.

A PLEA FOR COST FINDING.*

BY A. F. DU BOIS.

ANY printer today who is not working along cost finding lines is bound to become a back number eventually and go into the discard. Most of us do not get all that we should out of our cost systems. If studied conscientiously, they will reveal many leaks that can be avoided by exercising greater care. Particularly is this true in the pressroom. The greatest enemy of profits in the printing business is the "gap." Close the gaps between forms in the pressroom, and you have done the one single thing that means more for your bank account than any other. If a press is down, with no form ready, or perhaps with a form to put on but no paper, or perhaps ink missing — or for any other reason — golden dollars are vanishing.

The spirit of Ben Franklin tells us that there are enough lost hours without adding those that are unnecessary — and just remember that an hour lost on that printing press of yours is like water gone over the dam — it will never come back. Have a systematic check on lost time between forms, close up the gaps to the greatest possible extent, and I assure you that you have learned one valuable lesson in making money in the printing business.

In adopting your hour cost always put it higher than it is, for your ascertained cost is on past experience and you are selling jobs on the future — and the cost seems to be increasing, always.

Any printer who works his cost system thoroughly will find that it is about as interesting a hobby as human mind can devise or conceive. It is most satisfying to find, for example, that one's hour costs are running lower than the Typothetæ's; perhaps because the productive time has been over eighty per cent instead of only fifty-seven per cent, due, it may be, to balancing up the year's production better, by spreading out the busy months to cover ten to twelve, instead of only the winter season. Remember, if you keep a cost system you will soon know whether your business is being run right, or whether you need a new manager. Figures, they say, do not lie, and certainly your cost system should tell you whether you are making progress. It is a great satisfaction, and worth more than it costs, to know at the end of each month, or quarter, what the total cost has been, and the amount of sales.

But, aside from all these considerations, there is a benefit to be derived when bills are questioned by the customer, that is incalculable. Only the other day a customer called us on the phone to object to a bill. Without letting him get off the wire I procured our cost sheet, told him the total cost, and the satisfied remark came back, "Well, if it cost that, the bill is certainly O. K.; I'll pass it." Do you not see that the very fact that we had the data at instant call had in itself a psychological effect far superior to any reasoning that could on old fashioned methods be worked up to bolster up an invoice complained of?

Printing is special order work, and a good estimator will not average closer than ten per cent of actual time, to say nothing of the many extra things that come up that will look bad on the bill charged as extras, but which are necessarily so charged when a hard and fast price is made in advance.

Did any of you ever quote a customer on a job, only to be told that your price was high, that Jones would do it for so much less, but inasmuch as your work was so good, and he wanted to favor you — such a fine boy, liked you, etc. — that he would give you the business at a cut price? What sort of position were you in if you did not know your costs? Chances are you were "worked," unless you had the plant so full of orders that more business was undesirable at the time. There is nothing in the world that will put backbone into a man like a true knowledge of what a job costs.

We believe that the era of a better day has arrived for the printer. Coöperation is taking the place of competition, as it should. Did you ever stop to think that we as master printers and business men have a duty to our families, to our business and to our creditors that makes it an economic sin to sell below cost? Only failure and injustice to ourselves and our creditors will follow the old cutthroat get-it-at-any-price policy.

Some one has said that any fool can cut the price, but it takes a real salesman to sell goods at a profit. It also takes a real salesman to create business and build up a clientele that is loyal, but, once done, a business structure is raised that will stand against all attacks of competition. And bear in mind that the real satisfaction of business is not in tearing down and taking away from the other fellow, but in creating that which, while building you up, is not hurting some one else.

After all, he lives and enjoys most who serves most. Money and profit are necessary, but the great joy comes from things well done, and from getting in that frame of mind and in that place in human relations where we can honestly say that we are doing something for our fellow men, as well as for ourselves.

* Extracts from address given before the Utica Typothetæ, Utica, New York, March 18. Mr. DuBois is president of The DuBois Press, Rochester, New York.

HINTS TO PRESSFEEDERS.

BY EDGAR SHERMAN.

This press is only a hunk of iron and steel, inanimate, unthinking, unambitious, yet it will run several impressions after you throw the power off.

If Ben Franklin were feeding press today, *every* job would be a hair register.

There's lots of joy in speed, but real service to the shop lies in *accuracy*.

The boss will kick like thunder if there are too many spoiled sheets in the waste box, but the customer will kick worse if there's even *one* in the delivered package.

I, too, am of the opinion that inky finger marks enhance the artistic effects of letter-heads printed on thirty-cent bond paper, but I can not convince the boss that they do. He's just a business man and doesn't understand art.

When the belt slips, put ink and rosin on it. The cans of belt dressing are for decorative purposes only.

If, after working here three weeks, you know more than the pressman, don't fuss with him — tell the front office about it. You may be just the guy they're looking for to take his job.

PAPER AND CIVILIZATION.

In a recent address delivered before The Diem & Wing sales force, C. W. Chabot, of the Hammermill Paper Company, said: "Paper is the raw material of civilization." Treaties and trunks, car wheels and caskets, hosiery and handkerchiefs — why enumerate further? The uses of paper are well nigh endless and we'll take Mr. Chabot at his word.

The ancient Egyptian, the more ancient Chinese, the Hebrew, Greek and Roman civilizations were founded upon a permanent method of preserving thought. As the slab of stone and the chisel of bronze gave way to the stylus, brush and papyrus, and as these crude materials for the transmission of thought from the few to the many were supplanted by paper and type, so has civilization advanced.

Today the knowledge of the present and of the time dimmed centuries is ours for the opening of a book. Today paper is interwoven in the fabric of human life. Its history is the history of modern civilization. Contemplate a world devoid of paper and you visualize a world mentally and industrially paralyzed.— *D. & W. Chats.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading.
Items for this department should be sent before the tenth day of the month.

Wanted—the "Ames Card Scale."

We have received a request from a reader as follows: "Can you give me information in regard to the Ames card scale, a device for determining from what size of paper or cardboard a given piece of paper could be cut to advantage?" Can any of our readers supply this information?

New Advertising Composition Plant.

The Arkin Advertising Service has recently opened an advertisement and art shop at 424 South Wabash avenue, Chicago. A complete new equipment, including only the latest type faces, is being installed, and the firm will specialize in high-class typography for advertisers.

Llewellyn Marr Bickford.

A genial, lovable character was Llewellyn M. Bickford, who recently passed away in New York. Born in Portland, Maine, fifty-six years ago, he did great things for his home town and was laid to rest there. He was vice-president of the Oxford Paper Company, and for twenty-five years was associated with Mr. Chrisholm in the pulp and paper manufacturing business at Otis Falls. Of late years he was purchasing agent for the International Paper Company.

Jay B. Lippincott.

Jay B. Lippincott, a member of the J. B. Lippincott Publishing Company, died at his home, 2031 Pine street, Philadelphia, March 25, of pneumonia. Mr. Lippincott was born in 1872. He received his early training at a Philadelphia Friends' school, and was graduated from the University of Pennsylvania in 1892.

Sixty-Four Years on the Job.

Sixty-four years ago, March 17, 1856, A. C. Kessinger, president of the Rome Sentinel Company, of Rome, New York, started to learn the printer's trade in the *Sentinel* office. He was then fourteen years old. During all the intervening years his life has been an active and successful one, and now in his seventy-ninth year he appears about as vigorous in mind and body as he was half a century ago.

In recognition of the anniversary and to express in a small way the regard and esteem in which they hold Mr. Kessinger, the employees of the *Sentinel* placed a large bouquet of green carnations on his desk. This act of graciousness from his employees, some of whom have been with him from forty to fifty-five years, was much appreciated. Of the sixty-four years Mr. Kessinger has been in the *Sentinel* office, fifty-six have been as a proprietor.

F. W. Randolph With Typothetæ-Franklin Association of Detroit.

F. W. Randolph, formerly field secretary of the Franklin-Typothetæ of Chicago, has recently taken up his new duties as secretary-manager of the Typothetæ-Franklin Association of Detroit. The Detroit organization feels very fortunate to secure his services in the management of the association and feels assured of the continued growth of activities already begun, as well as the inauguration of new and broader activities in the future. Mr. Randolph is a live and progressive man, and the Typothetæ-Franklin Association of Detroit looks for the coming year to be the biggest and best in its history.

Mail Advertising Printers in Larger Quarters.

The Kuhl & Bent Company, for several years located in the Printers' building, 732 Sherman street, Chicago, has leased for a term of twenty years the four story building at the southeast corner of Market and Washington streets, the rental as reported being $180,000. This firm is one of the largest mail advertising printers in Chicago, and the change was made necessary by constantly increasing business.

James Cashman.

James Cashman, Chicago manager for the J. M. Huber Ink Company, died suddenly Friday, April 2, 1920. Mr. Cashman was one of the best known figures in the printing industry, having been in close touch with the trade for the last twenty-five years. He had been associated with the Huber people for over seven years.

James H. Bowman, an old time friend, writes as follows: "Mr. Cashman was one of the most forceful and striking personalities in the printing trade. With a tireless industry he coupled a most wonderful capacity for establishing and retaining friendship, his genial disposition and his unselfish character making him a man loved and respected by every one he came in contact with. At home he was an ideal father, his large family being his pride and constant care. He was ever to the front in all government activities during the recent war, and devoted all his spare time during that period to furthering the cause of his country."

Old Time Printers Elect.

The annual meeting and election of officers of the Old Time Printers' Association of Chicago was held Sunday afternoon, April 11, at which time the following officers were elected: President, Michael Colbert, *Chicago Tribune*; vice-president, William Hack, Hack & Anderson; secretary-treasurer, William Mill. The election of the new members of the board of trustees was held over until the next meeting.

Resolutions in Memory of William C. Fitch.

At a meeting of the Board of Governors of the Printers' Supply Salesmen's Guild of New York city, which was held on March 19, the following resolutions were adopted:

WHEREAS, Almighty God in His wisdom has removed from his earthly labors our friend and business associate, William C. Fitch, a man honored and respected by all with whom he came into contact, and admired and loved by those who knew him best, therefore be it

Resolved, That we register our deep sense of loss occasioned by this bereavement, and that we extend to his widow and other relatives our heartfelt sympathy in their time of trial. It is also further

Resolved, That this resolution be spread upon the minutes and a copy sent to Mrs. William C. Fitch and to the printing trade journals.

D. N. Mallory to Sell the Elrod Lead, Slug and Rule Casting Machine.

Announcement has been made of the appointment of D. N. Mallory as manager of the Chicago agency of the Elrod Slug Casting Machine Company. Mr. Mallory will have offices at 66 West Harrison street, and will be in charge of the Illinois, Michigan, Indiana, Iowa, Minnesota and Wisconsin territory. Mr. Mallory recently severed his connections with the Challenge Machinery Company as general sales manager.

"Dave" Mallory, as he is familiarly known to the trade, goes to his new field with a thorough knowledge of the printing business, gained through years of experience. He says that he was born in a print shop, having started to learn the trade when but a boy, working up through all branches, from "devil" to superintendent and manager. He later took a position with Barnhart Brothers & Spindler as a salesman, and for several years worked as efficiency engineer for that company. In this capacity he designed a number of printing buildings, and made layouts for plants in all parts of the

country. He has also designed a number of labor saving devices and pieces of furniture for printing offices.

For three years prior to his connection with the Challenge Machinery Company, Mr. Mallory was connected with the Chicago office of the Intertype Corporation.

S. D. Warren Company Book Plate.

For purposes of identification and suitable acknowledgment of books received for the reference library, the S. D. Warren Company has had a book plate made, a reproduction



Book Plate of the S. D. Warren Company.

of which is shown in these columns. It was designed by T. P. Hapgood, of Boston, and he has used a classic motive of Mercury beside the papyrus plant. This is an especially interesting and artistic specimen of book plate work, and this reference may be suggestive to our readers of similar marks for business reference libraries.

Willard Nash Hall.

Willard Nash Hall, founder and president of the Hall Lithographing Company, Topeka, Kansas, and dean of the master printers of the West, died March 11, 1920. Born in Logansport, Indiana, June 2, 1856, Mr. Hall early in life started to learn the printer's trade in his father's office. He later moved to Topeka, Kansas, and opened a printing plant, and in 1888 added a lithographing department to the equipment. After the retirement of his partner, Charles O'Donald, he organized the Hall Lithographing Company. The affairs of this corporation will be managed in the future by his son, Richard N. Hall. Mr. Hall is survived by his widow, a daughter and a son, a brother and two sisters.

New Sample Books of Gummed Paper.

THE INLAND PRINTER has been favored with three new sample books of gummed papers, which have been issued by Samuel Jones & Co., Newark, New Jersey. The complete line, including white, colored, and coated grades, is shown. The samples are said to represent the result of over one hundred years' experience in the manufacture of gummed paper. Printers who have troubles with printing on gummed stock should secure copies of these sample books showing the Jones line.

Allentown (Pa.) "Call" Changes Hands.

One of the most important changes in newspapers occurred recently when the Allentown (Pa.) *Call*, was sold to Weiler, Smith & Leisenring for a reported consideration of $550,000. The present circulation is said to be more than twenty-five thousand, and the newspaper changes hands after being under the management of David A. and Samuel P. Miller for a period of twenty-five years.

"Commencement exercises," as the hosts aptly termed them, were held for the members of the *Call* force by the retiring owners. The "exercises" were in the form of a farewell banquet, which over seventy-five employees and friends attended. The retiring employers distributed bonuses said to be more than $30,000 in the aggregate, the individual amounts being based on terms of service.

Foreign Interest in Linotype Typography.

Soon after the first announcements of linotype typography, leading British and French printers studied the system in the United States at first hand, and were so impressed with its value that it is now being introduced in Europe. Edward E. Bartlett, president of the Bartlett-Orr Press and director of the department of linotype typography, is now in England, having sailed on the Mauretania on March 23 to meet British printers and publishers, after which he will visit France, his mission being to explain the system and show what has already been accomplished with it in this country.

While he represents the Mergenthaler Linotype Company, in whose behalf he created and perfected the new contribution to the art, his professional prominence makes it inevitable that he will be received abroad as representing American printing in general, and probably all his colleagues will feel that he can well express the dignity and authority that the industry has won in the United States.

Ideal Printers' Rollers.

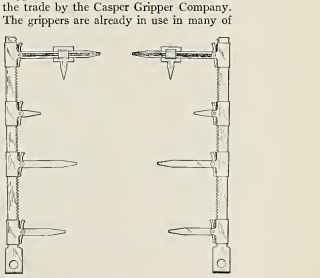
A new printers' roller is now making progress in the printing industry, and will doubtless become a valuable asset to printers. This roller is known under the name of "Ideal Roller," and is manufactured by the Ideal Roller & Manufacturing Company at its factories in Chicago and Brooklyn, New York. The Ault & Wiborg Company, Cincinnati, are sole selling agents. The former concern has made rollers for several years, but has up to the present time specialized in small rollers for office printing machines, and in rollers for lithographic presses, in both of which fields they have been quite successful. The new Ideal printers' roller is made of vulcanized oils; that is, of oils which have been hardened by vulcanization in a manner and from materials which are entirely different from those used heretofore. It does not contain any glue, glycerin, rubber or other materials heretofore used by roller manufacturers. It feels and looks like glue composition rollers, with the exception that it is somewhat darker in color. The Ideal composition is guaranteed not to melt, harden, crack, shrink, expand or change its shape or dimensions under any conditions of storage or service or in any climate. The manufacturers claim that the same roller can be used in all localities throughout the different seasons of the year. The roller is not affected by extreme dryness or high humidity and, when once set in a press, need not be reset, no matter how big or small the run. The roller is said to have all the tack of the old time glue roller, and is just as resilient and soft. It lays the ink well and can be washed readily with gasoline or kerosene.

New Bronze Powder Introduced by Du Pont.

E. I. du Pont de Nemours & Co. have announced one of their latest products for the printing trade, "Bronze Powder Pale Gold 7226 F." This is said to be the latest achievement in the development of the bronze powder industry in America, and the manufacturers say that it possesses unusual brilliancy and the covering qualities distinguish it as a superior product. It is offered for use wherever the finest and most lasting effects in bronze are desired, either in embossing, lithographing, engraving or letterpress work. This announcement will be noticed with interest by the printing trade generally. Inquiries should be sent to E. I. du Pont de Nemours & Co., Sales Department, Chemical Products Division, Wilmington, Delaware.

Adjustable Platen Press Grippers.

The Casper adjustable platen press grippers have recently been introduced to the trade by the Casper Gripper Company. The grippers are already in use in many of



the larger plants in Cleveland, Ohio, and are being installed in other cities.

Some of the principal advantages claimed by the manufacturers are: (1) The grippers are narrow, giving the pressman more room for running large and complicated forms, where he would ordinarily have to use a number of strings on the regular grippers; (2) both the vertical and horizontal fingers are easily adjusted; (3) the grippers are equipped with a wide range of fingers; (4) the points at the ends of the fingers permit the use of grippers between rules and close work;

(5) the grippers may be used with either Miller or Humana feeders. The accompanying illustration shows a set of the grippers.

Full information may be had by writing to the manufacturers at 2403 East Ninth street, Cleveland, Ohio.

Ideal Coated Paper Company Receives Certificate of Merit.

The Ideal Coated Paper Company, of Brookfield, Massachusetts, was one of the few manufacturing concerns having a certificate of merit presented by the War Department. This certificate was awarded for special service of note and for intelligent coöperation with the Government during the world war.

The certificate was handed to Sales Manager L. A. Bassett by Maj. Gen. Clarence R. Edwards at his headquarters in Boston March 11, at which time General Edwards thanked the Ideal Coated Paper Company for the efficient service which it had rendered.

The Ideal company has the honor of being the only paper manufacturer in New England to receive this recognition, and one of the very few in the entire United States, and the officers naturally feel much pleased with the certificate hanging in their office.

Publishing House to Have New Home.

About June 1 the Fred L. Kimball Company, of Waterloo, Iowa, will occupy its new plant and offices, now in course of construction. The plant is 200 by 100 feet, one story, with walls seventy-five per cent windows. It was laid out by the engineering department of the American Type Founders Company, and will be one of the most modern plants of the West. The offices are 50 by 80 feet, two stories, and the buildings are of brick and hollow tile block. The plant is located where it will always have light and fresh air, and every detail of its construction has been planned with regard to the comfort as well as to the efficiency of the force.

The Fred L. Kimball Company publishes *The Dairy Farmer*, with over one hundred thousand circulation, *The Milk Magazine*, *The Egg Reporter*, *The Creamery Journal*, *The Iowa Magazine*, and does a large volume of book, catalogue and circular work.

Mergenthaler Linotype Company Moves Offices to New Building.

On May 1 the Mergenthaler Linotype Company will remove its executive and business offices from the Tribune building, New York city, to new quarters in the eight story factory building which has been added to the plant in the Borough of Brooklyn, New York city. The address is 29 Ryerson street, Brooklyn, New York. Two stories of the structure will be used for the business purposes of the organization, the seventh floor being equipped for the officers of the company and the executive departments, while the sixth will be occupied by the accounting department, with space reserved for the experimental rooms. The eighth floor is given over to comfort and convenience, containing among other things a large cafeteria, so designed that it can be used as an assembly room for general social purposes.

The new building, which adds 168,000 square feet to the existing twelve acres of floor space in the group, is of reinforced concrete, with light from all sides, and will unquestionably stand as an advanced example of industrial efficiency. The only offices of the Mergenthaler Linotype Company to remain in the Borough of Manhattan will be those of the publicity department, which has already established itself on the twenty-first floor of the Printing Crafts building, Eighth avenue between Thirty-Third and Thirty-Fourth streets. A sales room will be maintained on the seventeenth floor of the Tribune building.

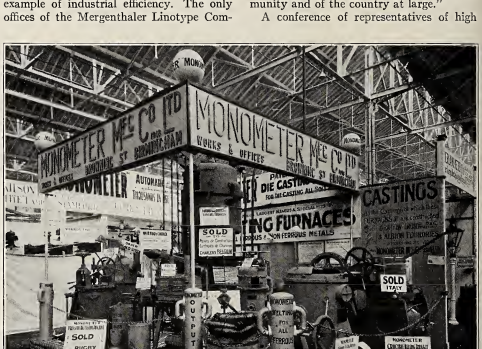


Exhibit of Monometer Manufacturing Company, Ltd., at Castle Bromwich, England.

From the School of Journalism of the University of Kansas.

Colonel Nelson's policies in conducting the *Kansas City Star* were explained to students in the Department of Journalism at the University of Kansas, March 24, by Fred Trigg, an editorial writer of the *Star*, whose special field for many years has been Kansas politics and who was one of Colonel Nelson's right-hand men. "The *Star* should aim to be a leader of the public conscience rather than a leader of public opinion merely," was one of Colonel Nelson's favorite sayings. "Public opinion may be against us and we may lose temporarily, but if we are right the public conscience will ultimately carry things our way." Colonel Nelson took great satisfaction in the belief that this policy of running his newspaper as the "attorney for the public" made it so easy to decide which way the support of the *Star* should be thrown that, as he often said, "If I should die today, the boys would know which side to take on any question just as well as if I were here to tell them."

"Colonel Nelson was an exceptionally successful business man," said Mr. Trigg, "but his object in running a paper was not merely to make a business success nor primarily to print the news, but to fight for the best interests of the people in his community and of the country at large."

A conference of representatives of high school papers in Kansas was held March 19 and 20, in the Department of Journalism at the University of Kansas. Eighty high school editors attended the conference. The first day was devoted to open sessions of the regular journalism classes, at which methods of improving high school papers were emphasized. The handling of news, features, editorials, and advertising in a manner creditable to the paper and helpful to the school was covered.

The second day was devoted to round tables in which high school papers were criticized for the benefit of their editors.

Monometer Exhibit at British Industries Fair.

The Monometer Manufacturing Company, Limited, of Birmingham, England, has sent THE INLAND PRINTER a photograph of its exhibit at the British Industries Fair at Castle Bromwich, England. The Monometer people were very much gratified with the results of the exhibition, as they state that every furnace in the exhibit was sold. The Monometer furnace was described in our April issue. Believing that our readers will be interested in this exhibit, the photograph is reproduced in these columns.

Frank A. Hill to Enter Printers' Supply Business.

Frank A. Hill, one of the best known men in the printers' supply field, has recently severed his connection with the Intertype Corporation as assistant manager of the Middle Western branch, with offices in Chicago. He will engage in the printers'



Frank A. Hill.

supply business, with offices in Chicago, St. Louis, Kansas City, Memphis, and other Southern cities.

Prominent typographically, Frank Hill is known from coast to coast, and as a printer of the old school he is familiar with all branches of the industry. He was indentured for an eight year apprenticeship when he was but thirteen years of age, and after finishing his apprenticeship he worked as a printer and pressman in many of the larger cities of the Middle West. He has been in the selling game for a number of years, his most important connections being with the American Type Founders Company and the Intertype Corporation. He has also been a "free lance" salesman of machinery and large supplies.

Mr. Hill is a well known composing room pay roll expert and is considered one of the best efficiency men in the business. He designed the first elevated or suspended lead and rule rack, and had built to his order the first steel imposing tables and galley racks, lead and rule cases, water trays, and other handy devices. He will devote part of his time to such work as going over pay rolls, laying out new plants or rearranging old ones, and making appraisals and inventories. He has more recently designed a magazine and matrix cabinet which he feels confident will fill the demand for such an article.

Mr. Hill has selected a line of articles for the printer, prominent among them being the Elrod lead, rule and slug caster, the Fort-ified electric pot for linecasting machines, the one man stereotype machine, and products of the Laclede, Rouse and Rowell Manufacturing Companies.

Something New in Rollers.

A new roller, guaranteed against shrinking, melting or hardening, has recently been put on the market by the Rapid Printers' Roller Company, 519-521 West Van Buren street, Chicago, Illinois. In a letter to THE INLAND PRINTER, the president of the concern, David M. Rapport, describes the roller as follows:

"The roller is made in three separate operations: first, the treatment of the vegetable oil, imported from China; second, the vulcanizing period in compression blocks; third, the covering of the finished product on the roller scientifically and automatically taking care of itself in machinery designed by our own company.

"The roller looks the same as the present day rollers that are used, being covered at both ends with an outer product, so that the inner material is not visible. The inner material when once vulcanized is anhydrous; does not expand or contract, and retains its resiliency indefinitely. The steel core being insulated into this product makes the roller immune from all of the detriments surrounding the ordinary composition rollers. For instance, the sweat from the steel cores can not be absorbed into the product; the heat reaction from the steel core can not cause the composition to swell or melt. The core does not have to be wound with string or any kind of material so that rollers can form an absolute cohesion.

"These few elements have been eliminated by our Rapid Roller on account of the stock being insulated in this vulcanized oil product as stated in previous paragraphs. The roller will not shrink, will not harden, and is impervious to all kinds of minor detriments, such as uneven waves to the roller, uneven shrinkage, setting at various angles (larger at one end than the other). The ink can not be absorbed the complete depth of the roller and can only be absorbed as far as the vulcanized composition. The roller will not melt as readily as ordinary composition rollers, as the flash point of vulcanized oil such as we use is 750° F. The outer product has the same resiliency, life, suction and tack as the present day roller, as the composition is nearly similar in ingredients."

Mr. Rapport says that there are over five hundred users of the Rapid Rollers, and that many of the plants are entirely equipped, and the rollers are running on the highest speed presses.

With the Printing House Craftsmen.

Monday evening, April 12, was given over by the Baltimore Club of Printing House Craftsmen to the annual ladies' night, and very little routine business was transacted. Secretary Frank Meisel announced that the vote for affiliation with the Maryland Academy of Sciences showed a majority in favor of it. The affiliation began on May 1, thus giving the Baltimore club the honor of being the first club to have a permanent home. Dinner was served, and dancing concluded the evening's entertainment.

The annual banquet and dance of the Chicago Club of Printing House Craftsmen was held Saturday evening, April 17. James Hamilton Lewis, former United States senator from Illinois, was the principal speaker of the evening. He paid a glowing tribute to the printers as craftsmen, as artists, and as leaders in thought in the present industrial situation.

The April meeting and dinner of the Chicago Club of Printing House Craftsmen was held Tuesday evening, April 20. Everett R. Currier, now associated with the Charles Everett Johnson Company, of Chicago, and formerly with the Curtis Publishing Company, gave a talk on "Types and Their Pedigrees." He was followed by George R. Crane, of the Chicago Roller Company, who talked on "The History and Development of the Present Day Roller." Both addresses brought forth considerable lively discussion.

Harris B. Hatch, general manager of the Royal Electrotype Company, Philadelphia, was the speaker at the regular meeting of the Craftsmen Club of Washington, D. C., held on April 27.

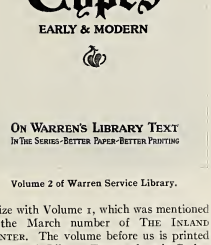
The first annual convention of the International Association of Printing House Craftsmen will be held in Washington, D. C., August 21 to 23, inclusive. For information address W. C. Deane, secretary of Convention Committee, New Ebbitt Hotel, Washington, D. C.

The Transveyor at Work.

The "Transveyor Picture Book" is the title of a new piece of advertising literature recently received by THE INLAND PRINTER from the Cowan Truck Company, Holyoke, Massachusetts. As the publishers state, the book is designed to show the work that Cowan Transveyors are doing. The illustrations have been taken at random from the great variety of industries where transveyors are used. Nearly every industry where materials are handled is shown in the book, quite a number of the views being taken from printing and publishing plants. Copies should be in the hands of all managers and proprietors of printing plants, as there are many good suggestions for the improvement of internal transportation problems.

"Types—Early and Modern."

Volume 2 of the 1920 Warren Service Library, "Types — Early and Modern," has recently made its appearance. It is uniform



Volume 2 of Warren Service Library.

in size with Volume 1, which was mentioned in the March number of THE INLAND PRINTER. The volume before us is printed on Warren's Library Text, and set in Caslon Old Style. The frontispiece shows a bas-relief from the entablature, Jerusalem Chamber, Westminster Abbey, and numerous examples of early and modern type faces are shown throughout the book. Explanatory titles about their origin and present day use are added. A copy ought to be in the hands of every printer, and inquiries should be addressed to S. D. Warren Company, Boston, Massachusetts.

Robert H. Deery's Useful Life Ended.

One of the best known newspaper compositors was Robert H. Deery, superintendent of the composing room of the *New York World*. He died recently at the age of fifty-seven. Bob Deery was above all things a patriot. He worked for Liberty Loans and for every movement during the war to support the Government. Two of his sons enlisted, and a third would have done so had he been old enough. Seeing that printers were denied the opportunity of attending church services, owing to the hour at which they finished work on Sunday morning, he was one of those whose appeal was carried to Rome, and permission was obtained for what is termed the "Printers' Mass" at 2 A. M. Sunday. The crowds that attend this mass caused its introduction into most of the large cities in this country and Europe. Bob was one of the leading members of "Big Six," was a good fisherman and sailor, and an all around good fellow.

W. G. Martin Resigns Secretaryship of the Typothetæ-Franklin Association of Detroit.

The Typothetæ-Franklin Association of Detroit is losing a real secretary in W. G. Martin, who has held the office since June, 1918. Mr. Martin's secretarial career has extended over a period of about ten years. He was twice executive secretary of the Builders' and Traders' Exchange in Grand Rapids, Michigan, the work of which he organized from the ground up. Through his efforts builders' exchanges were organized in Kalamazoo, Battle Creek, Lansing, Jackson and Muskegon. He also promoted the secretaries' conference in Detroit in 1912, which laid the corner stone for the present National Association of Builders' Exchanges.

In September, 1913, Mr. Martin became executive secretary of the Ben Franklin Club of Cleveland, Ohio, in which capacity he served for more than four years, building up the organization from an active membership of 78 to 137 firms, at the same time very materially improving the financial condition of the club. Before the termination of his term of office he consolidated the Ben Franklin Club and the Fellowcraft Club, forming the Graphic Arts Club of Cleveland, now in existence. Mr. Martin resigned on February 15, 1918, to return to the Builders' and Traders' Exchange of Grand Rapids.

His association with the exchange the second time was of short duration, and on June 1, 1918, he entered upon his duties as executive secretary of the Typothetæ-Franklin Association of Detroit. Here again his work has shown splendid results in the way of enlarging and broadening the organization of the printing industry of Detroit. When he took the secretaryship the membership list numbered 117 firms. At the present time that number is 140. He has been an active force in promoting the enforcement of the code of ethics adopted by the association; in promoting educational policies with a view to better business methods, more accurate knowledge of production costs and more uniformity in prices; in gaining publicity for the association and in gaining the coöperation of public institutions of the city, such as the Public Library and the Board of Education; and also in promoting the survey of the printing industry in Detroit, which resulted in the evolution of the standard square inch scale for measuring composition. He has successfully conducted five service bureaus for members, namely: credit and collection bureau, employment bureau, waste paper department, cost bureau, and accounting bureau, besides organizing weekly classes in estimating and creative salesmanship.

The foregoing are only some of the outstanding achievements of Mr. Martin during his secretarial career. The multifarious duties devolving upon the executive in an organization of this scope have been discharged by him at all times with efficiency and dispatch, and it was with great reluctance that the officers of the association accepted his resignation, which took effect on April 1 of this year. The regret of officers, members and every individual of the office force is expressed by every word uttered on the subject. His action is due to continued ill health which he has suffered since locating in Detroit, and he plans to spend some time in rest and recuperation.

G. E. McCabe Becomes Advertising Manager for Miller Saw-Trimmer Company.

G. E. McCabe has recently become associated with the Miller Saw-Trimmer Company, of Pittsburgh, in the capacity of advertising manager, having taken up the duties of the position the last week in March.

Mr. McCabe is not a stranger in the printers' supply field, having been associated with the Challenge Machinery Company, Grand Haven, Michigan, in a similar capacity for a number of years prior to the spring of 1918.

In April of that year he enlisted as a secretary in the Y. M. C. A. for overseas service, being assigned to work with the Italian army. After six months on the Italian front, the armistice having been agreed upon in the meantime, he applied for permission to return home, and arrived in New York on Christmas Eve, 1918.

On January 1, 1919, Mr. McCabe became associated with the Keller Pneumatic Tool Company as advertising manager, with offices in Chicago, resigning the first of March of this year to accept his present position with the Miller people.

In addition to a mature advertising experience he is also a practical printer, having served a thorough apprenticeship in both the composing room and the pressroom, working up to positions of foreman and superintendent in some of the best shops in the Central West. Mr. McCabe's practical knowledge of the printing business has been of great aid to him in preparing advertising matter treating on printing machinery and printer's appliances, and in a measure explains why he is again entering the printer's supply field, after over a year spent in another line.

During his years of service with the Challenge Machinery Company Mr. McCabe made many friends and acquaintances in the printing and allied trades, and it will doubtless be his pleasure to renew those old acquaintances through the opportunity afforded in his present connection.

A. M. Candee New President of Direct Mail Association.

The quarterly meeting of the Board of Governors of the Direct Mail Advertising Association, Inc., was held at Hotel Winton, Cleveland, on April 2. At this meeting Frank Hubbell, president of the association, tendered his resignation, being unable to devote the necessary time to the work on account of the diversified business interests he has recently entered. It was the unanimous choice of the board to elect as president for the unexpired term, Alexander M. Candee, of Milwaukee. Mr. Candee is the advertising manager of the National Enamel and Stamping Company, prominent users of direct by mail advertising. He is also author of a new book on the subject of business letter writing.

To fill the vacancy caused by the resignation of Mr. Hubbell, Frank L. Pierce, manager of the mail sales department of the Remington Typewriter Company, New York city, was chosen.

At this board meeting, plans for reorganization with its own paid managing director and its own offices were thoroughly completed, and the committee to execute this work was headed by Robert C. Fay. Other appointments made at this board meeting were as follows: A new member of the National Commission of the Associated Advertising Clubs of the World, Martin Tuttle, Motor List Company, Des Moines; Homer J. Buckley, of Buckley, Dement & Co., Chicago, chairman Postal Service Committee; Charles Henry McIntosh, La Salle Extension University, chairman Educational Committee; Robert E. Ramsay, American Writing Paper Company, chairman Speakers and Publicity Committee.

The New Printing Roller Rack.

A handy rack for holding printing rollers when off the press is shown in a recent circular from the Cowan Truck Company, Holyoke, Massachusetts. The "Sentinel printing roller rack," as the device is called, is designed to stand in close proximity to the press, and holds the rollers after they have been removed from the press for washing until they are ready to be used again. Complete information is contained in the folder which may be had from the manufacturers.

Two Cents Printed on War Envelopes.

Uncle Sam is showing a streak of economy in one line at least. He is using up all his war envelopes, those with the value three cents printed in purple, by the simple process of surcharging, or overprinting, them with the new value, two cents. The figures of the value, three cents, are crossed out with small bars.

By this method Uncle Sam is using up millions of envelopes that otherwise would be thrown away. It is understood that the envelopes are being overprinted from dies that are sent from Washington to the postmasters of the various cities.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY, 632 SHERMAN STREET, CHICAGO.

VOL. 65. MAY, 1920. No. 2

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago.

SUBSCRIPTION RATES.

One year, $4.00; six months, $2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PRENOSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for $1.00. Under all other headings, price is 50 cents per line; minimum, $1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

FOR SALE — One of the best paying shops on the Pacific Coast; five full size cabinets; one Optimus, sheet 28 by 42; one Whitlock, sheet 25 by 38; two Chandler & Price Gordons, 10 by 15; one Boston power stitcher; 32-inch power cutter; fine poster plant, nothing too large; having about $2,500 of steady work every month; will sell half interest and $2,500 mortgage on other half for $6,000 cash; plant will invoice over $10,000. B 121.

LITHOGRAPHIC BUSINESS — To man who understands executive and production end of business; well established, modern plant producing high grade lithography, both offset and stone; complete process department, splendid organization; owner retiring. H. F. McGEE, United Bank bldg., Cincinnati, Ohio.

FOR SALE — All or half the stock in a well established job printing business in an Oregon city of 15,000; business runs nearly $1,000 per month and still growing; three presses and new linotype; $2,500 cash will purchase all of stock or $1,100 half; State University, with free tuition, located here. B 109.

FOR SALE — So I may devote all my time to my newspaper business, will sell good job department in northern Illinois, doing about $20,000 a year and now loaded with work at Franklin list prices; very attractive proposition for pressman and compositor; can be bought right. B 99.

NEWSPAPER AND COMMERCIAL printing plant for sale in live New York State city of 10,000; successfully conducted under present management for nearly 40 years; owner wishes to sell in order to devote entire time to other interests. B 106.

FOR SALE — Oldest Republican weekly newspaper and job plant in central New York; complete equipment, including linotype; strong Republican county; to settle estate; price right. MOHAWK VALLEY REGISTER, Fort Plain, N. Y.

WANTED — One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

FOR SALE — Exclusive job plant, paying business, ever increasing, contracts; plant and lot it is on for $4,000, half cash, terms to suit on balance. HUGHES PRINT SHOP, Colville, Wash.

LARGEST PRINTING, engraving, ruling and binding plant in Arizona considers institution of first offset press in State; attractive position to right party owning such equipment. B 95.

FOR SALE — Established well paying job office in central Illinois; would consider a working partner; $4,000 to $5,000 will handle this proposition. B 112.

FOR SALE — Good established job printing office in Indiana county seat; price $3,500. B 954.

FOR SALE.

FOR SALE — Cylinders, jobbers, stitchers, proof presses, folders, punches, paper cutters, special machinery, outfits — large and small, new or overhauled — in all sizes and styles. Tell us your wants and we will give you description of machines in stock or those which we can secure for you. Two 48-inch and one 64-inch Huber-Hodgman; 62-inch Cottrell; 62-inch Miehle; 52-inch Campbell; 25 and 30 inch Pony Campbells; 27 by 40 Swink; 29 by 42 Scott 4-roller, one with fly, other with carrier delivery; 38-inch Sheridan auto plant cutter; 26 by 38 Seybold heavy embosser, nearly new; 44-inch Dexter power cutter; Latham round corner machine; Latham ¾, ⅞ and 1 inch wire stitchers; No. 6 Morrison stitcher; Burton rotary perforator; National rotary perforator, 3 punches; drum presses, 16 by 22 up to 32 by 47 inches; large stock miscellaneous machinery. Outfits — small job up to large catalogue plants. New and overhauled machinery in stock. Sell us your surplus machinery. WANNER MACHINERY COMPANY, 716 S. Dearborn st., Chicago.

Megill's Patent
SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT
Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES



VISE GRIP

Send for booklet this and other styles.

FOR SALE — One 65-inch two-color Miehle press, practically new; two No. 3 Miehle presses, serial numbers 9941 and 9942; complete monotype equipment, consisting of two casters, two keyboards, miscellaneous molds and matrices, 220-volt motor equipments; two No. 290 Dexter parallel folders, one with Cross feeder; one No. 103 Dexter D/16, 49-inch; one 42 by 62 inch Chambers D/16 folder; one 46 by 70 inch Brown D/16 folder; one No. 91 Dexter jobber; one No. 90 Dexter jobber; one Dexter No. 121, 40 by 54 inch quad folder with Dexter pile feeder; one 12-inch Sheridan covering machine; five Latham wire stitchers; two No. 3 Universal feeders with installed motors; two 32-inch Miehle trimmers, 46 by 65 inches; one 28 by 41 inch John Thomson cutter and creaser; one 25 by 38 inch Robert Mayer bronzer; one 44 by 64 inch Fuchs & Lang bronzer; for immediate delivery. B 119.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one Kidder 12 by 26 inch two-color printing, cutting and creasing press; two two-color 6 by 6 inch New Era presses; one high speed Meisel ticket rotary, size 10 by 15 inches. GIBBS-BROWER CO., 261 Broadway, New York City. Tel. Barclay 8020.

MACHINES FOR SALE — 4 Cottrell stop cylinder printing presses 38 by 54 bed size; 2 Cottrell two-revolution printing presses 42 by 60 bed size; 1 Anderson job folder, 1, 2, 3 and 4 right-angle folds, capacity from 18 by 24 to 36 by 48; 1 Cleveland parallel self feeding folder, will take sheet from 6 by 6 to 18 by 36; 1 bronzing machine; 3 18-inch paper cutting machines; machines are in good running condition; bargains if taken at once; prices on application; open for inspection any time. W. B. CONKEY COMPANY, Hammond, Indiana.

MACHINERY FOR SALE — Two 4-O Miehle presses, one No. 3 Miehle press, one 60 Babcock Optimus, one 44-inch Dexter cutter, one 35-inch Century, one 14 by 22 Universal, one 14½ by 22 Chandler & Price, one 8 by 12 Chandler & Price, one S-1 Harris 15 by 19, one E-1 Harris envelope. JAMES L. BECK, 32 Park row, New York city.

RARE CHANCE for a hustling paper ruler. For sale — job ruling and finishing shop with large steady trade, established 8½ years in Eastern city of 175,000 population; includes two Hickok up-to-date ruling machines with motor, perforator, punching machine, paper cutter, round corner cutter, etc. Full particulars on application. B 111.

FOR SALE — Goss semirotary printing press, prints 8-page 7-column newspaper from flat bed using 46-inch rolls; produces 3,000 complete papers, folded, in one hour; can be seen in operation; a splendid buy. THE WILLIAM FEATHER COMPANY, Caxton bldg., Cleveland, Ohio.

FOR SALE — Two Huber-Hodgman cylinder presses equipped with Cross feeders; will feed and print sheet 34 by 46; fine condition; can be seen running; selling because size too small; price $2,500 each on our floor. Apply or write, KIMBALL-STORER CO., Minneapolis, Minn.

FOR SALE — One No. 6151 Tatum machine for eard tabbing and punching; practically new and guaranteed in strictly first-class condition in every respect; if interested, this machine can be secured at a very low prce. THE MACEY CO., Grand Rapids, Mich.

TWENTY-UNIT Warnock plate mounting system with 145 locks, keys, etc., new and perfect condition, price $250; one 10½-inch Challenge roller proof press with stend and brian, price $45; prices f. o. b. Holland, Mich. THE DE PREE COMPANY, Holland, Mich.

MACHINERY FOR SALE — Monotype equipment, job presses, Pony Miehle, perforator, stitcher, paper cutter, wood type, cabinets, cases and various other supplies; two offices amalgamated. THE NEWS RECORD, LIMITED, Kitchener, Ont.

FOR SALE — Colt's Laureate, Model J press, size 14 by 22, in good running order, equipped for direct drive; price, $750 f. o. b. Rockford, Ill.; price does not include motor. OSCAR F. WILSON PRINTING COMPANY, Rockford, Ill.

FOR SALE — One 4½ by 4½ Curtis air compressor with storage tank, and one 1 h. p. Westinghouse D. C. 600 r. p. m. motor with base and all in first-class running order. STANDARD TYPESETTING CO., 701-703 S. LaSalle st., Chicago.

FOR SALE — One double O Miehle printing press, series 9856, and one Dexter folder, series 60471, 12 by 16 to 34 by 46; both these machines are in first-class condition; for immediate delivery and cash only. B 118.

REBUILT ready for delivery 26 by 32 Optimus, 35 by 50 Campbell, monotype composing and keyboard, Colt's Armory, Chandler & Price, folders, cutters, bronzers. GEORGE SEDGWICK, Rochester, N. Y.

JOHN THOMSON PRESSES — Three 10 by 15, good condition; $200 per press, f. o. b. our premises, New York; will ship for you, your expense. FRANK F. LISIECKI, 9 Murray st., New York city.

FOR SALE — One 22 by 28 Colt's Armory embosser and creaser and two 10 by 15 Chandler & Price presses; all in good condition. EDWARD S. PARET COMPANY, 210 South Fifth st., Philadelphia, Pa.

FOR SALE — Several No. 3 Boston wire stichers, used only three months; these machines are as good as new; price $220 each, f. o. b. Memphis. AMERICAN BAG COMPANY, Memphis, Tenn.

FOR SALE — Back numbers INLAND PRINTER in complete years or single numbers. List your wares with the LEWIS BOOK CO., 115-117 S. Spring st., Los Angeles, California.

BOOKBINDERS' MACHINERY — New model National book sewing machines; also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 688 Federal st., Chicago.

DEXTER FOLDER — Takes sheet size 18 by 23 inches and smaller; right-angle fold; machine in perfect condition; no worn or broken parts. GEORGE LEET, Erie, Pa.

FOR SALE — One rebuilt No. 1 linotype, $1,500; one Miehle, 25 by 29½, two-revolution, $1,500. Write for list of used printing equipment. D. S. WHITE, Coudersport, Pa.

FOR SALE — At half price, a No. 9 four-roller Optimus, 39 by 55, good as new; too large for us; can be seen in operation. THE BOND PRESS, Inc., Hartford, Conn.

FOR SALE — Boston wire stitcher, No. 3, ¼ h. p., 110 volt, A. C. motor; used one year; price, $200. McKELVIE PUBLISHING CO., Lincoln, Neb.

FOR SALE — Babcock Pony drum cylinder, regular, table distribution, in good condition. For further particulars, write BUSH & MORGAN, Ironton, Ohio.

CLEVELAND FOLDER for sale, complete with motor; little used; size for 26 by 38 sheet. MYSELL-ROLLINS CO., 32 Clay st., San Francisco, Cal.

FOR SALE — Victor steel die embossing press taking die 3 by 5 inches; first-class condition. FIERSTINE PRINTING HOUSE, Utica, N. Y.

F. W. ERHARD & COMPANY, Galveston, Texas, have a No. 3 Miehle press which they desire to dispose of; specifications mailed on request.

FOR SALE — G-2 graphotype, 110 volt motor, No. 4 dies; in excellent condition and practically new; price very reasonable. B 78.

FOR SALE — American job folder with motor, 5 h. p. A. C. motor, 5 h. p. D. C. motor and drum controller. B 73.

FOR SALE — Two hand presses, 11 by 16 and 3 by 5; practically new. Write J. GARLAND HILL, Seaford, Delaware.

FOR SALE — Dexter folder, size 22 by 28, in excellent condition, at a bargain; cash payment. Write to B 104.

PRINTING PRESS, COTTRELL, 45 by 62, two-revolution; price $1,200. BOX 157, Xenia, Ohio.

FOR SALE — One Dexter Folder Company's feeder. BYRON WESTON CO., Dalton, Mass.

HELP WANTED.

Artists.

WANTED — A first-class artist; prefer one with all-around experience; must be capable of first-class work; state salary, experience, etc., in first letter. ARTCRAFTS ENGRAVING CO., 715 Felix st., St. Joseph, Missouri.

Bindery.

BINDERY FOREMAN — Thoroughly experienced on edition, pamphlet and catalogue work, practical in all branches, to act as working foreman of edition and pamphlet bindery, handling high-grade work; one possessing the ability to handle help efficiently and produce work systematically; prefer a man competent to estimate costs and who has full knowledge of all stocks and materials; excellent permanent position for reliable, industrious man; state fully past experience, age, qualifications, salary expected, etc. B 123.

WANTED — Cutting machine operator for lithographed and printed labels; permanent position for first-class man at up-to-date plant; open shop conditions. TRI-CITY LITHOGRAPHING & PRINTING CO., Davenport, Iowa.

FOLDER OPERATOR capable of handling Dexter, Fuller and Cleveland machines in modern open shop in large manufacturing city; wages the highest obtainable. B 124.

BOOKBINDER WANTED — All-round man; permanent position; small bindery; ideal conditions; state salary. HERALD, Yazoo City, Miss.

PROCESS WORK —*and Electrotyping*

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, $0.72, Post-free. Specimen Copy, Post-free, $0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by **A.W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.**

BINDERY MEN — Fine opportunity for first-class folder man and two paper rulers; state full particulars in first letter. B 114.

RULERS, first-class men on jobwork, to work in new modern open shop, at top wages, in large manufacturing city. B 74.

FOLDER OPERATOR, experienced on Dexters, for publication work; union. PUBLISHERS PRESS, Atlanta, Ga.

Composing Room.

WE HAVE a permanent opening for a young capable executive in the composition department of one of the largest magazine publishing establishments in the East. Do not care to consider applicant of more than forty years of age; must have technical knowledge, positive character, together with executive experience. In answering, state experience, age and salary. B 120.

LINOTYPE MACHINIST-OPERATOR WANTED — Machinist-operator capable handling two Model 9 linotypes in first-class job plant working under excellent conditions can make good connection at good wages by writing THE GERLACH-BARKLOW CO., Joliet, Ill. Union.

WANTED — Swedish-American all-round job printer who can handle platen presswork; also Swedish-American linotype machinist-operator; none but first-class apply; union, good wages. TURLOCK DAILY JOURNAL, Turlock, Calif.

WANTED — Two good union job printers for permanent position in best city in California; must understand make up and stone work; state experience with references. MELVIN, ROBERTS & HORWARTH, San Jose, Cal.

PRINTER WANTED — First-class country printer to accept position in one of finest printing plants in Middle West; excellent working conditions at good pay; union. THE GERLACH-BARKLOW CO., Joliet, Ill.

WANTED — Working composing room foreman for growing plant doing fine grade of advertising and catalogue work; permanent position for good man; must be competent on make up, stone work, etc. B 97.

WANTED — Linotype operator who can also work at case or on stone; permanent position; excellent salary; give references and experience. MELVIN, ROBERTS & HORWARTH, San Jose, Cal.

WANTED — Linotype operator (non-union) for days and two operators for night work; state salary expected and when you could come. FABER CO., 8 Lord street, Buffalo, N. Y.

WANTED — Thoroughly competent stoneman in a strictly up-to-date plant in the Middle West; a good proposition for man who can make good; union shop. B 29.

LINOTYPE OPERATORS — Union or non-union, day or night shift; to work in large publication plant in Wisconsin; high wages, permanent positions. B 101.

LINOTYPE OPERATOR WANTED in a high-class shop; steady position with good wages; non-union. IRVIN A. MEDLAR CO., 416 S. 14th st., Omaha, Neb.

WANTED — Machinist-operator in one of the best small plants in Pittsburgh; also two first-class job compositors; please state union or non-union. B 102.

WANTED — First-class German-American job compositor and make up man; permanent position, top notch wages. B 110.

PRINTER — Lock up man; one capable of taking entire charge of lock up in publication plant in Wisconsin. B 98.

COMPOSITORS on job and advertisements; union. PUBLISHERS PRESS, Atlanta, Ga.

Estimator.

YOUNG MAN as assistant in estimating department in western New York plant; must be conversant with Standard cost finding system, and preferably (though not necessarily) a graduate of estimating course. B 93.

Executive.

WANTED — Printing office executive for plant near Chicago; one who thoroughly understands making out job tickets, handling orders from office to factory; must know details of printing catalogue and publication work in order to give accurate written instructions to foremen of departments, and be good correspondent; only experienced man need apply. State reference and previous employers. Good salary to capable, progressive man. Replies held in strict confidence. B 122.

Managers and Superintendents.

WANTED IN SAN FRANCISCO — Experienced printing foreman; established plant wants a first-class working superintendent, one who understands the business thoroughly, capable of taking full charge and producing results — a hustler; must be first-class, up-to-date compositor; color work and publishing; excellent position, with future for right man. Address, stating full experience in detail, age, married or single, and wages to start, B 107.

SUPERINTENDENT is needed in a modern printing office located in the South; work handled is the better class of catalogue and commercial work; man with executive ability able to produce work at minimum cost; open shop. LINOTYPE, Box 553, Richmond, Va.

MAN with practical experience for production superintendent in large western New York plant; good salary for the right man. B 96.

Pressroom.

WANTED — Job pressman who can turn out first-class work; good wages, steady work and an A-1 opportunity for advancement. DeVINNE PRESS, Canton, Ohio.

Proofroom.

PROOFREADER — Man who is thoroughly familiar with all branches of printing trade, to read proof in large Chicago office; permanent; $47.50 per week; non-union. B 866.

Salesmen.

SALESMAN WANTED to sell high-grade printing inks; representing rapidly growing manufacturers who sell to largest users of high-grade color process inks and other large printing establishments; territory: St. Paul to the Pacific coast. Write and give full particulars. B 103.

WANTED — Salesman; one with experience in estimating; high-class catalogue house; must be first class; good opening for right man. B 94.

WANTED — Printing salesman to call upon county and bank trade in live Western State. B 887.

INSTRUCTION.

LINOTYPE INSTRUCTION — 15 Mergenthalers; day course, eight weeks, $100; 12 years of constant improvement; every advantage; thorough mechanical instruction. Call, write, EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133 East 16th st., New York city.

MISCELLANEOUS.

THE MONOTYPE KEYBOARD OPERATOR has the easiest and best position in the composing room; there is always steady employment at good wages. Why not learn monotype operating? Tuition is free in the monotype schools in Philadelphia, New York, Chicago and Toronto, and it only takes a few weeks for a good compositor to learn the work. Apply to the nearest city. LANSTON MONOTYPE MACHINE COMPANY.

LET ME ERECT, repair and adjust your printing machinery; satisfaction or no charges. HARRY PARMATER, 1009 Beech st., Lansing, Mich.

WANTED — Advertising matter (my imprint) to mail to business men. G. EDWARD HARRISON, Printing Agent, Baltimore, Maryland.

SITUATIONS WANTED.

Bindery.

WANTED — Situation by thorough all-round bookbinder; fully capable of taking charge of medium sized bindery doing blank books and loose leaf work; prefer Northwest or Middle West. B 113.

BINDERY FOREMAN, first-class mechanic, including machinery, thorough business experience, good executive and systematizer, wants position. B 950.

Composing Room.

THOROUGHLY UP-TO-DATE PRINTER-operator-machinist desires connection with first-class newspaper or job office in good community west of the Mississippi; am 34 years old and high grade in every respect; do not desire large city; business and executive ability; might invest some. Write fully. L. PARKER, care of National Book Co., 810 Chestnut street, Chattanooga, Tenn.

EXPERIENCED MONOTYPE, sorts, lead and rule caster operator is open to offers of employment by those desiring a steady and reliable man; references furnished if desired. F. H. J., Box 474, Phoebus, Virginia.

R.R.B. PADDING GLUE

For Strength, Flexibility, Whiteness and General Satisfaction.

ROBERT R. BURRAGE
83 Gold Street NEW YORK

Managers and Superintendents.

WANTED — Position as superintendent or assistant superintendent of large printing plant by job printer and linotype operator-machinist of 30 years' experience; estimator and correspondent; 15 years in last position as superintendent of small plant; east of Chicago preferred. B 92.

POSITION as mechanical superintendent by thoroughly competent man in all branches of the letterpress business; can demonstrate his knowledge and ability by doing any part of the work personally; close buyer; strict in discipline and system. B 116.

SITUATION WANTED by compositor as foreman or superintendent; experience in all departments and on high-grade catalogue and color work; union. B 125.

Pressroom.

SUPERINTENDENT-FOREMAN — Pressroom executive desires to make a change; at present in charge of very large pressroom of large printing plant in the East; thoroughly practical, successful executive, capable of taking charge of large plant; over 25 years' experience with all classes of work and all makes of presses; references of the highest order; connection desired with progressive concern. B 108.

Representative.

BRITISH REPRESENTATIVE, one who knows the British printing industry thoroughly, has first-class connections, would like to connect with printing machinery manufacturer or any up-to-date time and labor saving appliance. B 105.

WANTED TO PURCHASE.

WANTED — Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

VICTORIA OR HERCULES — Embossing and printing press, Rockstroh & Schneider make; will pay the price of a new machine for one that has been used, but in good condition; send full particulars. RICHARD M. KRAUSE, 230 West 17th st., New York city.

WANTED — We will buy or sell for you your surplus machinery. Send us your list and, if possible, description, condition and price f. o. b. your city. We can handle your complete plant. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

WANTED TO BUY secondhand Meisel and Kidder flat bed roll presses; what have you to sell in any style of roll printing presses? Address, with full particulars, THE STANDARD REGISTER COMPANY, Dept. P, Dayton, Ohio, U. S. A.

WANTED — Secondhand Washington hand press suitable for proving sheet size 11 by 15 inches; press must be in first-class condition. MACE ADVERTISING AGENCY, 506 Lehmann bldg., Peoria, Ill.

WANTED — Matrix rolling machine — casting box — 1,000-lb. metal pot. Write us in reference to any stereotype machinery you have for sale. THE STANDARD REGISTER CO., Dayton, Ohio.

WANTED — A 14 by 22 Colt's Armory press; please state model, age, condition and price. EDWARD S. PARET COMPANY, 210 South Fifth st., Philadelphia, Pa.

WANT used gas linotype pots. If you have replaced any with electric pots and they are in good condition, you can turn them into money by addressing B 948.

WANTED — 12 by 18 New Series Chandler & Price jobber; must be in good condition; state all particulars and cash price. E. H. SHARTLE, Meadville, Pa.

WANTED — To purchase two Miehle 4-0 presses; presses to be in good shape. TRANSO ENVELOPE CO., 3512 N. Kimball av., Chicago, Ill.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 252-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED for cash, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED — Secondhand Harris automatic press to take plate 25½ by 36; state location, condition, price, etc. B 76.

WANTED — Meisel rotary press; what have you in a roll printing rotary press? Describe fully. B 117.

WANTED — Meisel sales book press. State full particulars and best price in first letter. B 25.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plate, strong wording and complete "layout" — new design each month. Write today for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

BLOTTERS — LITHO HEADS, LANDSCAPES.
The HEANY-BRYSON Company, Inc., Pittsburgh, Pa.
Sample set 126 stock subjects, $1 postpaid.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Calendar Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black.

CABOT, GODFREY L. — See advertisement.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Half-Tone or Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting Machines.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Demagnetizers and Ink Dryers.

UTILITY HEATER CO., 220 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses.

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraving Methods.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, $1; circular and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalkotype Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

Job Printing Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

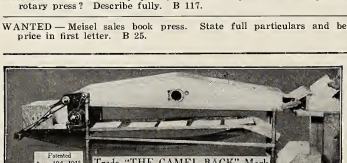
AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers.

UTILITY HEATER CO., 220 Centre st., New York. Gas machines that stop offset and electric troubles, and are safe for all presses.



EMBOSSOGRAPHY

TRADE MARK

The art of producing embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street **NEW YORK CITY**

Numbering Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paper Cutters.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies.

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

Printers' Supplies.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Punching Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Rebuilt Printing Presses.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Stereotyping Outfits.

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags.

OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

Typecasters.

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 846 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

Wire Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ⅛ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.



FIG. 1 FIG. 2

A Great Improvement!

Over 100% Added Efficiency

THE NEW

MODEL B RE-SHAPER

Fig. 1 shows Improved Elevator of new Model B Matrix Re-shaper (Fig. 2 old model). *a* is reversible double forming segment, replacing *c* and *d*, Fig. 2. In case of breakage entire section can be removed, reversed and replaced, becoming as new again (100% improvement). *g* is new automatic safety positive locking pin, replacing frail finger catch *f*, Fig. 2, simpler and stronger. *e* shows apex where blow falls—improved in Fig. 1. *b* indicates weak place in old model—greatly reinforced in Fig. 1. This new Elevator and Reversible Forming Segment will also fit old model, which will make the old tool equal to the new Model B when these improvements are applied. Simpler, stronger, and better made than former tool.



Price: Model B . . $12.00

Postpaid and Insured

For both Linotype and Intertype

PERRY E. KENT

332 E. 187th Street New York

BROWN SPLIT GRIPPERS

Are easy to apply and do not get out of order

Do the work of several expensive machines and do it FREE OF COST.

WANTED

Two Harris E-1 Printing Presses

GALLOWAY LITHOGRAPHING COMPANY

San Francisco, California

COLLINS OAK LEAF BRANDS

DO YOU realize, that on the average, *paper* constitutes less than one-third of the cost of the finished product in a "printed job?"

But that one-third is the most conspicuous part of the job—especially if poor in quality and ill-chosen. It is the one part of the job that appeals to the sense of touch as well as the sense of sight. If it is a coated cardboard the issue is emphasized.

OAK LEAF ULTRAFINE COATED CARDBOARDS

are made to give the printer and the customer definite results that mean more than merely a "printed job."

—ULTRAFINE COATING works with the printer to give the ultimate customer effects that enhance the selling power of the printed result.

—ULTRAFINE COATING makes possible printed results that command the topnotch price.

—ULTRAFINE COATING is all that you need to be sure of in buying surface-coated cardboard and cover stocks.

SOLD UNDER THE BRAND NAME "OAK LEAF"

"The Best in Cardboard Since 1857"

Ultrafine White and Tinted Translucent	Reliable Litho Blank
Ultrafine Folding and Embossing Translucent	Oak Leaf Tough Check
Ultrafine Post Card Stock	Oak Leaf Railroads
Ultrafine Litho Coated Blanks	Oak Leaf Folding Satin
Velumet Coated Cover	Duotone Translucent
Castilian Coated Cover	

A. M. COLLINS MANUFACTURING CO.

PHILADELPHIA, U. S. A.

COLLINS OAK LEAF DEALERS

NINETY-NINE DEALERS IN FIFTY-FIVE CITIES CARRY OAK LEAF QUALITY PRODUCTS BECAUSE THEY KNOW THERE ARE NONE BETTER. THIS TRIBUTE IN ITSELF IS AN IMPRESSIVE RECOMMENDATION. MAKE USE OF YOUR NEAREST DEALER

ALBANY, N. Y.
Hudson Valley Paper Co.

ATLANTA, GA.
*The Whitaker Paper Co.

BALTIMORE, MD.
*Henry D. Mentzel & Co.
*The Whitaker Paper Co.

BOSTON, MASS.
*The Whitaker Paper Co.
The A. Storrs & Bement Co
Cook-Vivian Co.
Stone & Andrew, Inc.
The Arnold-Roberts Paper Co.
John Carter Co., Inc.

BRIDGEPORT, CONN.
*New Haven Paper Co.

BUFFALO, N. Y.
*The Alling & Cory Co.

CHICAGO, ILL.
*Chicago Paper Co.
Berkshire Company
Empire Paper Co.
Knox & Wolcott Paper Co.
Messinger Paper Co.
Midland Paper Co.
Parker - Thomas & Tucker Paper Co.
The Whitaker Paper Co.

CINCINNATI, OHIO
*The Whitaker Paper Co.

CLEVELAND, OHIO
*The Central Ohio Paper Co.

COLUMBUS, OHIO
*The Central Ohio Paper Co.

DALLAS, TEXAS
*E. C. Palmer & Co., Ltd.
West Cullum Paper Co.

DENVER, COLO.
*The Whitaker Paper Co.

DES MOINES, IOWA
The Western Newspaper Union

DETROIT, MICH.
*The Union Paper & Twine Co.
*The Whitaker Paper Co.

HAGERSTOWN, MD.
Antietam Paper Co., Inc.

HARRISBURG, PA.
Donaldson Paper Co.

HARTFORD, CONN.
Rourke-Eno Paper Co.
*New Haven Paper Co.

HOUSTON, TEXAS
*E. C. Palmer & Co., Ltd.
The Paper Supply Co.

INDIANAPOLIS, IND.
*C. P. Lesh Paper Co.
*The Whitaker Paper Co.

JACKSONVILLE, FLA.
*Antietam Paper Co., Inc.

KANSAS CITY, MO.
Kansas City Paper House
The Mid-Western Paper Co.

LINCOLN, NEB.
Lincoln Paper Co.

LOS ANGELES, CAL.
*Zellerbach Paper Co.
Blake-Moffitt & Towne Paper Co.

LOUISVILLE, KY.
*Louisville Paper Co., Inc.

LYNCHBURG, VA.
Caskie-Dillard Co., Inc.

MILWAUKEE, WIS.
*The W. F. Nackie Paper Co.

MINNEAPOLIS, MINN.
*The John Lesile Paper Co.

NASHVILLE, TENN.
*The Graham Paper Co.

NEW ORLEANS, LA.
*E. C. Palmer & Co., Ltd.

NEWARK, N. J.
*J. E. Linde Paper Co.
*Lasher & Lathrop, Inc.

NEW YORK CITY, N. Y.
Jay H. Albere
American Paper Mills Corp.
Alexander-Holden Paper Co. Inc.
Beekman Paper & Card Co., Inc.
Forest Paper Co., Inc.
Joseph I. Grady, Inc.
Harlem Card & Paper Co.
Holden & Hawley, Inc.
C. B. Hewitt & Bros., Inc.
Junger Paper Co.
Lasher & Lathrop, Inc.
*J. E. Linde Paper Co.
Manhattan Card & Paper Co.
Richter Card & Paper Co.
Royal Card & Paper Co.
M. & F. Schlosser
W. G. Willmann Paper Co. Inc.

NEW HAVEN, CONN.
*New Haven Paper Co., Inc.

NORFOLK, VA.
R. P. Andrews Paper Co.

OAKLAND, CAL.
*Zellerbach Paper Co.

OKLAHOMA CITY, OKLA.
The Western Newspaper Union

OMAHA, NEB.
Carpenter Paper Co.
*Western Paper Co.
Field-Hamilton & Smith Paper Co.

PHILADELPHIA, PA.
Charles Beck Co.
A. S. Datz & Son
Garrett- Buchanan Co.
*A. Hartung & Co.
*D. L. Ward Co.

PITTSBURGH, PA.
*The Alling & Cory Co.

PORTLAND, ORE.
Blake, McFall Co.
*Zellerbach Paper Co.

PROVIDENCE, R. I.
R. L. Greene Paper Co.

RICHMOND, VA.
*The Whitaker Paper Co.

ROCHESTER, N. Y.
*The Alling & Cory Co.

ST. LOUIS, MO.
*Acme Paper Co.

ST. PAUL, MINN.
*Nassau Paper Co.

SALT LAKE CITY, UTAH
Lambert Paper Co.
*Western Newspaper Union

SAN ANTONIO, TEXAS
*San Antonio Paper Co.

SAN FRANCISCO, CAL.
Blake-Moffitt & Towne Paper Co.
*Zellerbach Paper Co.

SEATTLE, WASH.
American Paper Co.
*Zellerbach Paper Co.

SPOKANE, WASH.
*John W. Graham & Co.

SPRINGFIELD, MASS.
*The Paper House of New England

TOLEDO, OHIO
*The Central Ohio Paper Co.

TROY, N. Y.
Troy Paper Co.

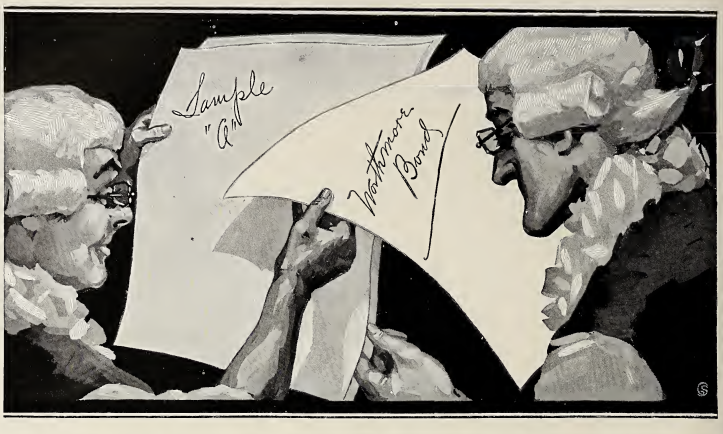
WASHINGTON, D. C.
R. P. Andrews Paper Co.

YORK, PA.
R. P. Andrews Paper Co.

WINNIPEG, CANADA
John Martin Paper Co., Ltd.

*Agents for "Oak Leaf Coated Covers." Watch for announcement of the new lines to be featured during 1920

A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U. S. A.



The Name Invites Comparison

THE WHITAKER
PAPER CO.
HOME OFFICE
CINCINNATI, OHIO

Divisional Houses

Atlanta Boston Baltimore
Chicago Detroit Denver
Dayton, O. Indianapolis New York
Pittsburgh

Branch Houses

Birmingham Columbus, Ohio
Richmond, Va.

Sales Offices

Akron Buffalo Cleveland
Colorado Springs Kansas City
Knoxville Lexington Louisville
New Haven Philadelphia Providence
Salt Lake City St. Louis

"COMPARISONS are odious" only to those persons or things that pretend to be what they are not. To genuine competitors, comparisons are not only welcome but essential. Comparison implies likeness of essential characteristics differing only in degree. Seventeen years ago we brought out a high-grade, popular-priced rag-content bond paper, we believed to be worth more than other papers of similar material, workmanship, purpose and price. We therefore named it

Worthmore Bond

A Whitaker Standard

We offered it simply on the basis of comparison with competitive sheets, and quickly established an enormous sale for it. By keeping the quality and price of Worthmore Bond where they can always stand the fierce white light of comparison, we have not only maintained but vastly increased its prestige and its sale. On this basis we solicit the continued patronage of present users and invite introductory orders from those who are now paying the Worthmore Bond price for papers that are probably worth less.

White and colors. Envelopes and ruled headings. Sizes and weights to meet all market requirements. Samples for the asking.



BROWN'S
Linen Ledger Papers

LASTING legibility, wonderful writing and erasing qualities, great tensile strength, are some of the features that make Brown's ideal for loose-leaf systems, contracts, leases, etc.

Brown's are made of pure white rags and will not weaken with age. They cannot discolor because strong bleaching chemicals are not used in their manufacture.

For over half a century, county, state, and city governments, and big business generally, have adopted Brown's because of their Gibraltar-like permanence.

Brown's Linen Ledger Papers add but a fraction to the cost of a record book but add years to its life. Teach your customers to use the best—Brown's. It's the best for them and for you.

Send for sample book today

L. L. Brown Paper Company, Adams, Mass., U. S. A.

FACSIMILE OF WATER-MARK
L.L.BROWN LINEN PAPER CO. LEDGER



THE rubber stamp is a simple primary method of printing.

Your rubber stamp and his printing press



THE printing press does in a better way exactly what your rubber stamp does.



A CATALOG picture of a rubber stamp.

IF printing a fine catalog were as simple a matter as wielding a rubber stamp, there might be some excuse for the general idea that a printer shouldn't require much time or material to turn out a good job.

But even to print a picture of a rubber stamp requires time, judgment, costly materials, and the work of a number of skilled men.

If you merely want a picture of a rubber stamp to illustrate a point, a simple outline drawing that suggests a stamp is enough. But suppose you had rubber stamps to sell, and you wanted to make a picture of your stamp so true to life that people would want to buy it of you. Then you want a specially good picture.

This picture would be engraved on a copper plate. The plate would be put on a press, where first ink rollers and then the printing paper would engage its surface. Now then—if the picture and the engraving plate were made for just any good paper, and just any good paper were used your printed result might be pretty good.

But if you are particularly proud of your rubber stamps, or whatever you are selling, and you want your printing to speak for and as your product, it is worth while to use a paper manufactured to exactly the standards of the printing you want done.

Most printers are familiar with the Warren Standard Printing Papers and are appreciative of what the Warren Standards have done to further the cause of Better Paper, Better Printing.

Examples of the kind of printing any good printer or any buyer of printing may legitimately expect if a Warren Standard Printing Paper is used may be secured by writing us, or by consulting Warren's Paper Buyer's Guide, or the Warren Service Library.

These books are to be seen in all the public libraries of our larger cities. They are also on exhibit in the offices of catalog printers and the merchants who sell the Warren Standard Printing Papers.

better paper *means* better printing

S. D. WARREN COMPANY, Boston, Mass.

Warren's
STANDARD
Printing Papers

A GOOD NAME

HOWARD BOND

WATERMARKED

An ancient proverb tells us, "A good name is rather to be chosen than great riches."

HOWARD BOND

bears the name of the mills in which it is produced and its owner, and naturally its quality is sacred and zealously guarded throughout the entire process of its manufacture, and combines both a good name and good value.

The Printers and Lithographers Have Acclaimed

HOWARD BOND

the perfect paper in color, strength and formation for *Letterheads*, *Billheads*, and every other business requirement.

COMPLETE STOCK—WHITE AND COLORS
ALWAYS READY FOR DISTRIBUTION

Sample Book Sent Upon Request

The Howard Paper Company

URBANA, OHIO

There is a Revolvator for Every Kind of Piling



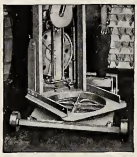
Hand Operated.



Combination Hand or Motor Operated.



Motor Operated.



Revolvable Base.

Near view of Revolvable Base which greatly facilitates loading and unloading. See how the whole upper structure of the Revolvable type machine may be revolved either way on its ball-bearing center without disturbing the lower floor-base.

Don't change your piling or tiering to suit the peculiarities of a piling machine. You may select from Nine Standard Models, a REVOLVATOR which will exactly suit your particular piling or tiering requirements.

REVOLVATORS are made for Hand Operation, Motor Operation and Combination Hand or Motor Operation, all with either Revolvable, Non-Revolvable or Open End Bases.

Speed up your piling, reach that seemingly unavailable storage space with a REVOLVATOR. One man can take it any place. A REVOLVATOR is the "Steel Giant" that makes piles higher and labor costs lower.

Send for Catalog I-50. It tells more about the REVOLVATOR and how you can use it.

REVOLVATOR CO.

Sales Agents for N. Y. Revolving Portable Elev. Co. 313 Garfield Ave., Jersey City, N. J.

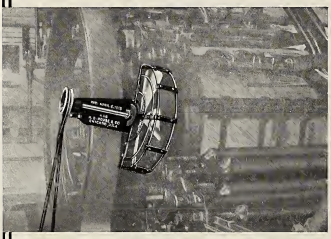
REVOLVATOR

REG. U. S. PAT. OFF.

Get Ready for Summer Days

Install Rouse Roller Fans

Now! [**They are a slight expense when you consider the protection to your rollers**]



No. 1, for No. 4 to No. 1 Miehle Presses	$25.00
No. 2, for No. 00 to No. 00000 Special Miehle Presses	25.00
No. 3, for No. 00 to No. 7-0 Miehle Presses, with automatic feed	32.00
No. 4, for Miehle Two-Color Presses, with or without automatic feed, *2 fans*	60.00

WHY wait until the middle of summer to install Rouse Roller Fans on your cylinder presses? Put them in now and be prepared for the hot, damp weather which is on its way. Remember your troubles last season? Take time by the forelock and equip your presses now, and you will not be delayed by soft, mushy rollers next summer.

No Electrical Connections Necessary

The press supplies the power. The first cost is the only cost. Easily attached by your pressfeeder. Many satisfied customers testify to the merits of the Rouse Roller Fans. Order today.

Sold on a broad guarantee of satisfaction or your money back

H. B. Rouse & Company

2214 Ward St., Chicago

"Born Without a Curl"

Ideal Guaranteed Flat Gummed Papers

Remember the Name.

GUARANTEED
FLAT FLAT
GUMMED PAPER

Insist on this Label

Absolutely flat before, during and after printing.

Send for sample sheets

IDEAL COATED PAPER COMPANY

Mills and Main Office, BROOKFIELD, MASS.

NEW YORK CINCINNATI CHICAGO

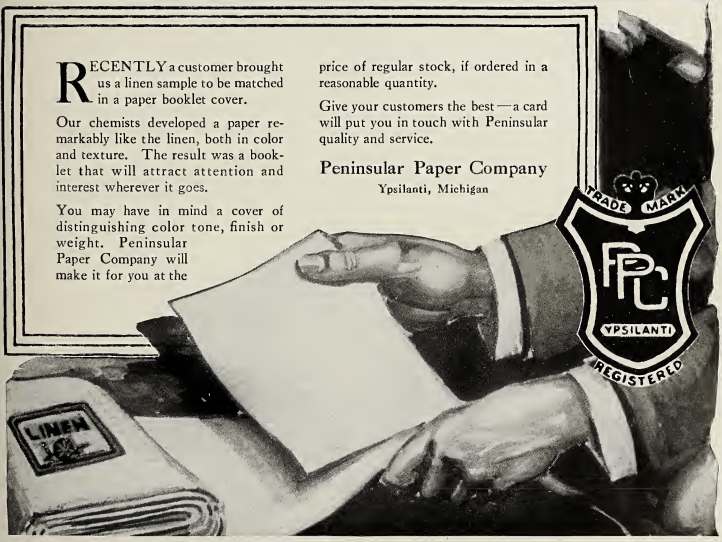
RECENTLY a customer brought us a linen sample to be matched in a paper booklet cover.

Our chemists developed a paper remarkably like the linen, both in color and texture. The result was a booklet that will attract attention and interest wherever it goes.

You may have in mind a cover of distinguishing color tone, finish or weight. Peninsular Paper Company will make it for you at the price of regular stock, if ordered in a reasonable quantity.

Give your customers the best—a card will put you in touch with Peninsular quality and service.

Peninsular Paper Company
Ypsilanti, Michigan





Did you ever stop to consider how much it means to you to make an estimate for a prospective customer, specifying Old Hampshire Bond? By making it plain that

Old Hampshire Bond

will be used, and not an imitation or a cheap paper, you prevent an unfair competitor from figuring his estimate lower, merely because he intends to cheapen the stock.

Old Hampshire Bond is known all over the country. Specify it and advise your man that other bids should call for Old Hampshire if they are to be considered with yours.

You will feel safer and your customers' confidence in you will be increased.

Write us on your present letter-head and we will send you a copy of our latest booklet, "Wanted, a Correspondent," also our portfolio of specimen letterheads, printed, lithographed and engraved on the white and twelve colors of Old Hampshire Bond.

HAMPSHIRE PAPER COMPANY

SOUTH HADLEY FALLS, MASSACHUSETTS

CONCRETE
for Mercantile and Industrial Buildings Means —

¶ Fireproof, permanent, vibrationless, practically maintenance-free structures.

¶ Greater load carrying capacity and reserve strength.

¶ Speed of construction and uninterrupted construction, regardless of season.

¶ Well lighted, clean and healthful surroundings—helping to make contented workers, who speed up production.

¶ First cost is practically the only cost.

¶ Low insurance cost.

¶ *You'll be interested in our new booklet "Mercantile and Industrial Buildings of Concrete." Just ask our nearest District Office to send you a copy.*

PORTLAND CEMENT ASSOCIATION

OFFICES AT

ATLANTA
CHICAGO
DALLAS
DENVER
DES MOINES
DETROIT
HELENA
INDIANAPOLIS
KANSAS CITY
LOS ANGELES
MILWAUKEE
MINNEAPOLIS
NEW YORK
PARKERSBURG
PITTSBURGH
PORTLAND, OREG.
SALT LAKE CITY
SAN FRANCISCO
SEATTLE
ST. LOUIS
WASHINGTON

THE MAJORITY of the publishers of this Country believe that their advertising space is a real commodity and well worth the price demanded.

They believe that the right price of space should be determined by circulation.

They invite the closest scrutiny of their product and provide positive proof of its value by their membership in the Audit Bureau of Circulations.

Through membership in the A. B. C., they also endeavor to discountenance the unfair competition of publishers who misrepresent circulation facts to advertisers.

The advertiser who buys space in an A. B. C. paper invests his money wisely and encourages a high ethical standard in the publishing business.

The advertiser who buys space in a non-A. B. C. paper is, to say the least, taking a chance and may be placing a premium on questionable methods.

THE INLAND PRINTER is a member of the Audit Bureau of Circulations. Its A. B. C. report is furnished to advertisers on request.

Found!

A Real Copy-Fitting System

THE DEINZER SYSTEM
"Makes the space fit the copy and the copy fit the space."

TAKES THE CHANCE OUT OF DETERMINING the space a given amount of copy will fill in any given size or style of type. Saves time wasted in composition by eliminating resetting on Linotype and Monotype or by Hand.

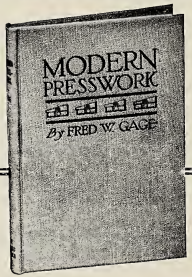
Equally as Valuable and Essential to Advertising Writers and Layout Men

Send for FREE descriptive folder. It tells you all the many ways in which it can save you time, trouble and money. You can easily save its cost on one small job.

Write today

THE INLAND PRINTER
632 Sherman Street, Chicago

A Handbook for Pressmen



138 pages.
Size, 5¼7¼.
Cloth.
Price, $2.
Postage, 10c extra.

A COMPLETE working manual wherein the pressmen will find genuine aid in their efforts toward perfecting themselves in their chosen vocation. New methods are clearly described, particular attention being given to the proper care and use of machinery and apparatus in the pressroom.

CONTENTS: Putting the Press in Condition; Adjusting Bed Movement; Cylinder Adjustments; Register Rack and Segment; Grippers; Side and End Guides; Setting the Rollers; Putting the Form to Press; Making Ready; Underlaying; Overlaying; Marking Out; Vignetted Half-tones; Ready to Run; During the Run; Quick Make-ready; Composition Rollers; Close Register Work; Colorwork; Papers and Inks; Electricity and How to Eliminate It; Pressroom System; The Pressman; The Feeder; A Few Don'ts.

THE INLAND PRINTER CO.
(Book Dept.)
632 Sherman St., Chicago, Ill.

You Will Find It Profitable to Stock

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Distributors

ALBANY.....W. H. Smith Paper Company
ATLANTA.....Sloan Paper Company
BALTIMORE.....Baltimore Paper Company, Inc.
BOSTON.....Carter, Rice & Co., Corp.
The A. Storrs & Bement Company
BUFFALO.....The Disher Paper Company
CHICAGO.....Swigart Paper Company
The Paper Mills' Company
CINCINNATI.....The Chatfield & Woods Company
CLEVELAND.....The Union Paper & Twine Company
DES MOINES.....Pratt Paper Company
DETROIT.....The Union Paper & Twine Company
HARRISBURG.....Donaldson Paper Company
KANSAS CITY.....Benedict Paper Company
LOS ANGELES.....Blake, Moffitt & Towne
LOUISVILLE.....The Rowland Company
MANILA, P. I.....J. P. Heilbronn Company
MILWAUKEE.....The E. A. Bouer Company
MINNEAPOLIS.....Minneapolis Paper Company
NASHVILLE.....Clements Paper Company
NEWARK.....J. E. Linde Paper Company
NEW HAVEN.....The A. Storrs & Bement Company
NEW YORK.....J. E. Linde Paper Company
Miller & Wright Paper Company
NORFOLK.....R. P. Andrews Paper Company, Inc., of Va.
OMAHA.....Carpenter Paper Company
PHILADELPHIA.....A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH.....General Paper and Cordage Company
PORTLAND, ME.....C. H. Robinson Company
PORTLAND, ORE.....Blake, McFall Company
RICHMOND.....Virginia Paper Company
SALT LAKE CITY.....Carpenter Paper Company of Utah
SAN FRANCISCO.....Blake, Moffitt & Towne
SEATTLE.....American Paper Company
SPOKANE.....Spokane Paper and Stationery Company
SPRINGFIELD, MASS.....The Paper House of N. E.
ST. LOUIS.....Beacon Paper Company
ST. PAUL.....E. J. Stilwell Paper Company
TACOMA.....Tacoma Paper and Stationery Company
WASHINGTON.....R. P. Andrews Paper Company
WINNIPEG, MANITOBA, CANADA.....The Barkwell Paper Company
EXPORT.....A. M. Capen's Sons, Inc., New York
W. C. Powers Company, Ltd., London, England
ENVELOPES..United States Envelope Company, Springfield, Mass.

BUYERS of bond paper are finding it worth while to get rag-content, loft-dried quality at the SYSTEMS price.

Order a case of SYSTEMS BOND today. It will pay you to keep a stock of it on hand.

Write us and we will be glad to help you link your sales efforts on this paper with our national advertising campaign.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 FIFTH AVENUE, NEW YORK

Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO



The economic position of the paper merchant in the printing industry

Report No. 2, of a series on the present day relationship between paper merchant, paper mill, printer and buyer.

"ELIMINATE the middleman," has been the cry in many industries for some years. Yet if the middleman were not an economic necessity he would have been eliminated long ago by the pressure of competition.

Were it not for the paper merchant, the Printer* would have to send to one mill in one part of the country for one kind of stock; to another mill, perhaps thousands of miles away, for another kind. There would be correspondence and freight charges to take care of. He would be obliged to increase his clerical force—his overhead—to handle these extra details.

The relation of the paper merchant to turnover

This burden is removed by the service which the local paper merchant renders.



Turnover today is one of the vital principles of good business. And the ability of a Printer to get exactly the paper he wants in exactly the quantity he wants on almost an instant's notice makes rapid turnover of paper in the

AMERICAN WRITING
EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

Albert W. Finlay favors buying through the paper merchant

President of the George H. Ellis Company, of Boston, and a former President of the United Typothetae of America, endorses the policy of buying from paper merchants. Following is a statement made recently by Mr. Finlay:

"The George H. Ellis Company buys all its paper through the jobber. . . . I believe that our policy is sound in this respect."

printing industry possible, and eliminates the factor of dead stock.

Few manufacturers are willing to sell in small lots. And yet that is exactly what the paper merchant is prepared to do, *and is doing continually. The Printer can buy in accordance with his needs.*

The paper merchant is a most important factor in the paper industry. He keeps in touch with the requirements of his territory. He is a constant source of education to the Printers who buy through him. He investigates market conditions; he studies the technical characteristics of papers. The character and variety of his stock meet all needs.

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following recommendations:

Work *with* your paper merchant.

Do not place every order with a different firm.

Select your paper merchant on the basis of *service*, and then maintain a permanent business relationship with him.

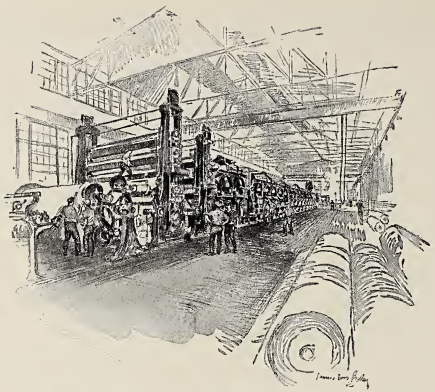
The remaining articles in this series will appear monthly in this publication. Each one will take up the problem of the paper merchant from another angle.

*Note: In general where the term "Printer" is used in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, and the engraver.



PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



This huge machine is the American Writing Paper Company's "superbook." It is 262 feet long, and makes a sheet of paper 12 feet wide at the rate of 400 feet a minute.

What brought about the American Writing's research laboratory?

Eagle A Bonds
Coupon
Hurlbut
Archive
Agawam
Government
Old Hempstead
Persian
Roman
Hickory
Contract
Rival
Japan
Spartan
Bankers
Indenture
Standard
Vendome
Debenture
Security Trust
Assurance
Victory
Airpost
Chevron
Gloria
Quality
Revenue
Derby
Acceptance
Norman
Option
Freedom
Bond D'Aigle
Shado-craft Papers

THE WATERMARK OF EXCELLENCE

This organization came into being because of the every-day needs of the paper makers and mill superintendents

WHERE did the idea first originate? What forces brought it about? Who demanded it?

Since the organization of the Research Laboratory of the American Writing Paper Company, these questions have been asked by printers and paper merchants throughout the country.

The contribution of the paper makers of 26 mills

For some years progressive paper makers in the American Writing Paper Company have recognized the need of eliminating guesswork in the making of paper. These men felt that after all there was one *best* method by which each individual paper maker could check up *his own* method.

Moreover, it was felt that there should be some way of testing out the improvements in paper-making that were being suggested by the men in the mills—some way of developing these ideas.

These needs have now been recognized by the management of the American Writing Paper Company. The result has been the establishment of the Laboratory.

Informing the user of paper what he can expect

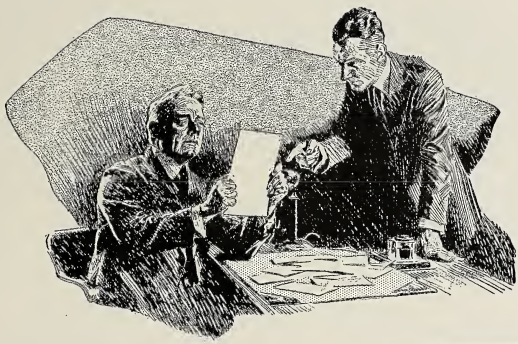
The buyer of paper today also is feeling the need for definite facts regarding the paper he buys. Printers and users alike feel that they should rely, not merely on their own rough judgment, but more on accurately worked out standards. These standards are being developed *from the experience of the practical men.*

With this knowledge got in accurate form and actually applied to the paper that leaves the mills, there is established a basis for a "square deal" in the paper industry. The paper merchant, the printer, the lithographer, and the user of paper are already noticing the difference. They can all know that what they are buying represents the sifted experience of thousands of men who have devoted their lives to the making of good paper.

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*



Airpost Bond
Chevron Bond
Acceptance Bond

Three papers made by experienced paper makers

WASTE-SAVING methods of manufacture, large-scale production, years of practical experience in paper-making—these are what have made Airpost, Chevron and Acceptance Bonds what they are.

Careful research first determined what materials and processes to use. Then, under the control of the laboratory, small hand sheets were made. The processes were carefully observed, the sheets thoroughly tested. Causes of defects were eliminated, improved methods discovered. The paper was then made on a commercial scale by paper makers with years of experience behind them—some of them with the American Writing Paper Company for 30 to 50 years.

The result is the unusual printing quality of these bonds. The accuracy of the methods of manufacture is responsible for the low price.

Airpost, Chevron and Acceptance Bonds are especially recommended for business stationery, for circular letters describing high-grade merchandise and service, for office forms requiring much handling.

Following are the weights and sizes:

17 x 22—16, 20 and 24 lbs.
22 x 34—32, 40 and 48 lbs.

AMERICAN WRITING PAPER COMPANY, *Holyoke, Mass.*

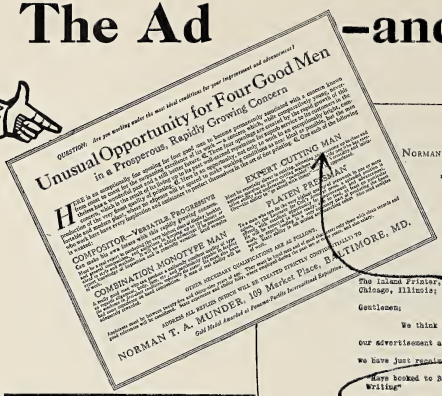
PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Special Uses of these Eagle A Bond Papers

Letterheads
Order Blanks
Factory Forms
Bookkeeping Forms
Bills of Lading
Statement Heads
Application Blanks
Memoranda
Stock Records
Petty Cash Forms
Stationery Requests
Expense Blanks
Estimate Slips
Time-Keeping Blanks
Special Notices
Information Blanks
Circulars
Folders
Shipping Tickets

The Ad —and the Results


QUESTION: *Are you working under the most ideal conditions for your improvement and advancement?*

Unusual Opportunity for Four Good Men in a Prosperous, Rapidly Growing Concern

HERE is an exceptional opportunity for four good men to become permanently identified with a growing concern. Steady employment, good wages, and a chance for advancement to positions of responsibility are assured to the right men. Location is in a prosperous, growing city, and in a plant that is clean, well lighted, and modern in every respect. Hours are short, and the work is pleasant.

COMPOSITOR—VERSATILE PROGRESSIVE

COMBINATION MONOTYPE MAN

EXPERT CUTTING MAN

PLATEN PRESSMAN

NORMAN T. A. MUNDER, 109 Market Place, BALTIMORE, MD.

Gold Medal Awarded to Penman, Panama-Pacific International Exposition

NORMAN T. A. MUNDER & Co.
PRINTERS
109 MARKET PLACE
BALTIMORE
MD

April 9, 1920.

The Inland Printer,
Chicago, Illinois;

Gentlemen:

We think it due you to say that through our advertisement a few months ago in your good paper we have just received the following:

"Have booked to Baltimore Leaving 17th instant Writing"

You see, the young man is coming with his family nearly 3000 miles, and you will also realize that your good paper has added another family to the U.S.A. There are three in the family.

We have had communications in addition to this from all around the country. All four advertisements brought answers, Monotype, Hand Composition, Cutting (of which the above telegram is the result), and Platen Pressman. It paid us well to use your columns very well.

With kind wishes,

Cordially yours,

NORMAN T. A. MUNDER & CO.

EJAR/

from Reader

The Inland Printer is the universal meeting place for buyers and sellers in the printing business. If you are looking for help, this is the proper medium for reaching the progressive type of man wanted in every plant. Superintendents, foremen, compositors, and employees who are up to the minute are represented on the subscription list of THE INLAND PRINTER.

If you are selling to printers, your message in THE INLAND PRINTER will reach the most progressive proprietors, managers, superintendents, foremen—the men who do the buying in the printing field.

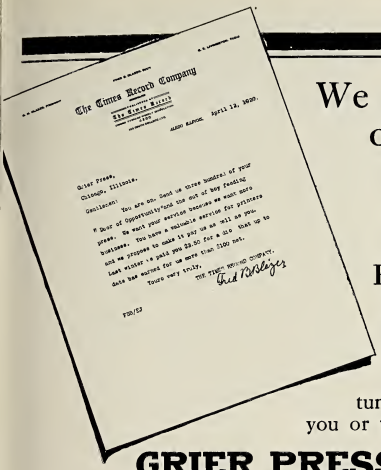
Present circulation is over 11,000 net paid—something to think about in these figures!

There is still some space available for the June issue. Write or wire today for reservations.

THE INLAND PRINTER CO.

Attention
Eldon H. Gleason
Adv. Mgr.

632 Sherman Street
Chicago, Ill.


The Times Record Company

April 12, 1920.

Gilbert Press,
Chicago, Illinois.

Gentlemen:

You are Mr. Dent is three books, of your
M Book of Opportunity" and we must say
prove. We have a valuable service for printers
business. You have a plan for a die
and we propose to make it pay 25.0. for the 5100 set.
Look right for us more than
Yours very truly,

THE TIMES RECORD COMPANY,
Fred Bixler

FBR/EJ

We make the right kind of Steel Rule Cutting

DIES

For use on printing presses

This unsolicited letter tells the whole story. Here is what one printer has done with a Steel Rule Die. Are you, Mr. Printer, awake to your opportunities in this line? We make the dies for you or we will do the cutting also if desired.

GRIER PRESS, Incorporated

515 SOUTH DEARBORN STREET, CHICAGO, ILL.

Acknowledged Leaders in Steel Rule Die Cutting

Just Off the Press

NEW BOOKLET AND PARTS CATALOGUE

Covering Every Point of Interest on the

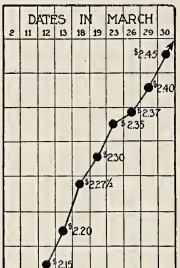
Horton Variable Speed Pulley

Write for a Copy

HORTON MANUFACTURING COMPANY

3008-18 University Avenue, S. E., Minneapolis, Minnesota

Why Ink Prices Must Advance



The materials from which Inks, Varnishes and Colors are made rise rapidly in price. Take Turpentine for example: Just a year ago it was 62 cents a gallon in barrel lots. The chart here shows how the price jumped during March.

Every printer expects Ink prices to advance as ink-making materials increase in cost.

High Grade Inks are always the cheapest

Sinclair and Valentine Co.

Write, Wire, Phone, Call at Nearest Office:

CHICAGO.....718 South Clark Street	CLEVELAND .....321 Frankfort Avenue
NEW YORK.....605-611 West 129th Street	DETROIT.....184 Gladstone Avenue
BOSTON.....516 Atlantic Avenue	NEW ORLEANS.....425 Gravier Street
PHILADELPHIA.....1106 Vine Street	TORONTO .....233 Richmond Street, W.
BALTIMORE.....312 North Holliday Street	MONTREAL .....46 Alexander Avenue
BUFFALO.....College Hill, Snyder	WINNIPEG.....173 McDermott Avenue
ST. LOUIS.....320 Locust Street	ALBANY, and Other Principal Cities.

FACTORIES: NEW YORK, NEW JERSEY, CANADA

Bale Your Waste and Sell it—

Wasting *waste* is wasting *money*. Many firms in your industry are effecting big savings by using FAMOUS BALERS to bale their waste and make it salable.

The diversity of products which can be handled on FAMOUS BALERS is unexcelled. They bale practically every character of loose waste. There is a size and style FAMOUS BALER to suit your business. We will furnish specifications and estimates of balers to take care of your waste.

Write for our booklet—"Like Finding Money"—which describes these proven money savers.

Famous Manufacturing Co.

105 Main Street East Chicago, Indiana

A Long-Wearing Motor

Here is a motor that is not only the acme of perfection when it comes to speed, but is unexcelled for wearing qualities.

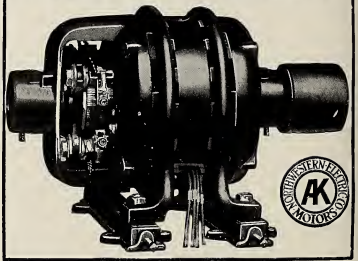
PUSH-BUTTON CONTROL MOTORS

are running today after years of service and with a minimum of upkeep. Bear this in mind when considering your motor equipment. We have prepared an illustrated folder, full of useful information, and a copy is yours for the asking.

Northwestern Electric Co.

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KANSAS CITY, MO., 1024 Grand Ave.
PITTSBURGH, PA., 719 Liberty Ave.
SEATTLE, WASH., 624 First Ave., South
MONTREAL, QUE., 601 New Birks Bldg.
MINNEAPOLIS, 8 N. Sixth St.
TORONTO, 268 Tyrell Bldg., 95 King St.



NATIONAL SAFETY PAPER

His Money's Worth

In addition to good printing, you can offer your customer the most complete form of check-protection available.

Show him how National Safety Paper protects all of the writing on both sides of a check, and he'll know he's getting his money's worth in "safety" alone. Your good printing is an added value.

Send for samples.

George LaMonte & Son
61 Broadway New York



They give perfect register, lie flat and are unaffected by climatic conditions

Jones Non-Curling Gummed Paper goes on and comes off the press flat as a pancake, with none of that troublesome, time-wasting work, pulling apart sticking sheets. For a fine printing surface, for a hair-line register, for all-round, genuine satisfaction, insist on Jones Non-Curling Gummed Paper for your next order.

Samples and prices gladly sent on request.

Jones Gummed Paper—it's Non Curling

Leaders Since 1810

SAMUEL JONES & COMPANY
Newark, New Jersey



QUITE naturally, the first appraisement of a catalogue is at its *face* value. The exterior must be so pleasing to the eye as to invite intimate acquaintance with the contents.

A catalogue clothed in Princess Cover Paper will always arrest the attention and elicit favorable comment. Such beautiful colors are not encountered in every mail; they are a little high priced for the common run.

To its attractiveness, Princess Cover Paper adds a serviceability that is only approximated by the best cloth binding fabrics.

Have you a demonstration book of Princess Covers? Are you receiving XTRA, the inimitable H. O.?

C. H. DEXTER & SONS, Inc.
Windsor Locks, Connecticut

Pressroom Profits

are derived from the money saved as well as from the money made in the operation of the presses. Whether type presses or offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of work of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them

PREMIER & POTTER PRINTING PRESS CO., Inc.

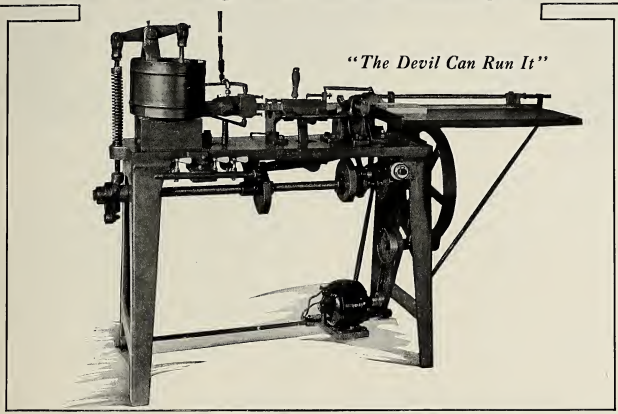
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CANADA WEST	CANADA EAST	MARITIME PROVINCES
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Elrod Lead, Slug and Rule Casting Machine



"The Devil Can Run It"

Elrod Slug Caster

The Elrod Slug Caster is a machine that will cast all the strip material used in a printing office. It makes leads, slugs, column rules, border rules and all classes of straight-line printing face material at a cost lower than that of distribution of a like quantity of the same material. It is of low cost to install and of low cost to operate. It does not require the constant employment of a specialty man to operate, but can be operated by any one in the composing room after a few hours' instruction.

The Material

The material made by the Elrod Slug Caster is of *better quality* than that sold by the type foundries. The leads, slugs, rules, etc., made on this machine are *absolutely solid*, and, being made of linotype metal, are very much harder than the usual type founders' leads and slugs. Being entirely devoid of porosity, the printing height material made on this machine will stand up under any pressure to which it may be subjected under the press or in the stereotyping process. The material is made in continuous strips and automatically cut to any measure up to twenty-four inches.

Speed of Production

The machine will cast 100 pounds or more per hour of six-point low slugs, or at the rate of a galley of single-column slugs each seven *minutes*. Printing height material is made at the same speed in inches per minute, and, of course, as many more pounds per hour as the height exceeds that of the low slugs. Two-point material is made at about forty pounds per hour, and three or four point material in proportion.

Thoroughly Tested

Elrod Casters have been in operation for more than a year in several plants and have given entire satisfaction. In one daily paper the machine *has been in operation every day for more than a year and has not yet cost a cent for repairs*. In fact, as the machine consists of a very few moving parts—one shaft, a countershaft and five cams, together with four other moving parts—the chances for breakage are practically eliminated.

Space Occupied

The machine requires a floor space of two by six feet and can be placed in any part of the composing-room, requiring no particular lighting. A quarter-horse motor drives it and it requires a small amount of water to cool the mold. It consumes sufficient gas to melt the amount of metal cast.

Write to nearest agency for catalogue and complete information.

ELROD SLUG CASTING MACHINE COMPANY

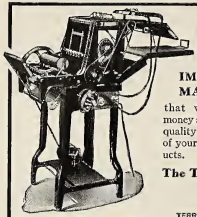
Main Office and Factory, 1316-1318 Harney Street, Omaha, Nebraska

SELLING AGENCIES:

CHICAGO: 66 West Harrison Street. D. N. Mallory, Manager, for Illinois, Michigan, Indiana, Iowa, Minnesota, Wisconsin.

PITTSBURGH TYPE FOUNDERS CO., 340-342 Second Ave., Pittsburgh, Pa., Pennsylvania, Western New York, Ohio, Virginia, West Virginia, Maryland, Dist. Columbia.

SOUTH WEST AGENCY, 606 Transportation Bldg., Chicago, Ill., 610-14 Times Bldg., St. Louis, Mo., Frank A. Hill, Manager for Missouri, Kansas, Oklahoma, Arkansas, Tennessee.



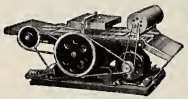
The Do-More Automatic Process Embosser

Printing and Embossing

with

IMPROVED MACHINES

that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.



The Automatic Card Printing Machine

The Typo-Embosser is Our Improved Process Embossing Machine.
With double heater will take any size of stock up to 12 inches wide.
Write for our booklet No. 10 today.

TERRITORY NOW OPEN

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BECAUSE they are the best electrotypes to be had. (Any user of electrotypes will tell you that.)

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For SUPERIOR electrotypes see or write to

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MACHINERY FOR PRINTERS, BOOKBINDERS LITHOGRAPHERS, PAPER MILLS

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BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM HAVANA, BUENOS AIRES, TORONTO WINNIPEG



The new home of
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The blanks that are made like bank notes for bonds stock certificates and all papers of value
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Whether news, machine finished, coated, light, medium or heavy—it's hard to get. But we are so accustomed to solving difficult problems, our customers say we usually succeed.

Having trouble getting what you want? Let us help you. Call, write or phone.

C. B. HEWITT & BROS., Inc.
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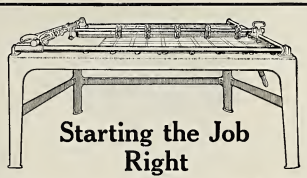


A recent purchaser of a Mohr Lino-Saw said: "We consider it the greatest time-saver in our composing room," and then ordered two more machines.

If you are a printer or publisher and have ad or odd-measure machine composition to do, the Mohr Lino-Saw will interest you.

May we send you full particulars?

MOHR LINO-SAW CO.
513-515 West Monroe Street, Chicago



Starting the Job Right

Do you—as a manager, trying to get the highest efficiency in every department—give your workmen proper equipment with which to do your work?

This is where you start the job right. Give your lineup man a

Hancock Perfecting Lineup Machine

The result from this combination will please you.

Recent installations satisfied eleven New York and Brooklyn printers, three Chicago printers and many others.

Do you want more proof? We will gladly send it.

Keep your eyes and mind open.

OUR GUARANTEE

These machines are sold under our positive guarantee against imperfections in the material and workmanship. That they will line up strike sheets accurately and in less time than they can be lined up by hand.

Hancock Perfecting Lineup Machine Co.
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INDIAN BRAND GUMMED PAPER

A superior grade of coated stock, thoroughly gummed, and processed to prevent curling. Especially recommended for color work in production of adhesive labels and stamps. Put up in moisture-proof packages.

Send for samples, stating the nature of the work contemplated.

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Famous Byron Weston Products

- ☐ Byron Weston Record Paper . . . . Highest grade ledger
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THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
TURNERS FALLS, MASS.
ESLEECK MFG. COMPANY

These thin papers are not merely thin. They are strong, well made, durable, useful.

FIDELITY ONION SKIN
In three weights. White only.

EMCO ONION SKIN
Basis, 17 x 22 – 10. White and eight colors.

SUPERIOR MANIFOLD
Basis, 17 x 22 – 8. White and nine colors.

The Esleeck papers are made of best rag stock. They are right for important uses in every business office.

Ask Dept. B for samples.

ESLEECK MFG. COMPANY
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THE FUCHS & LANG MFG. CO

Building step by step to the height of Perfection from the foundation of an Honest Purpose.

F. & L. Rutherford
Half-Tone Black
75 cents per pound

F. & L. Miracol
An Ink Reducer

Makes the ink lay beautifully smooth on the paper, prevents picking, brings life and lustre to old inks. 75c per pint can.

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Factories: Rutherford, N. J.

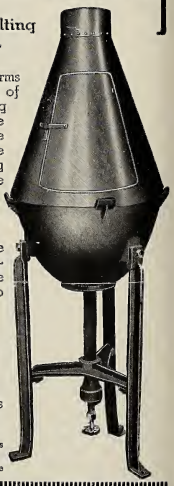
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ESTABLISHED 1875
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512 SHERMAN ST.
CHICAGO

The Reason Why

Perfection Metal-Remelting Furnaces are Superior—

The outer shell conforms exactly to the shape of the inner pot, confining the flame close to the pot containing the metal, distributing the heat evenly, thereby melting the metal in the shortest possible time and with the greatest economy of fuel.

Ask our nearest branch house to send circular showing the full line—there is a size and a style to suit you.



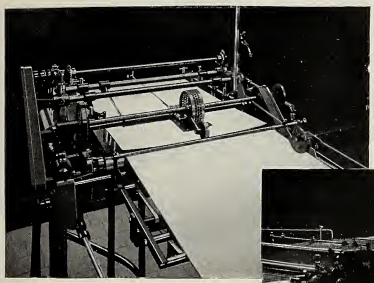
Barnhart Brothers & Spindler

Makers of Superior Specialties for Printers

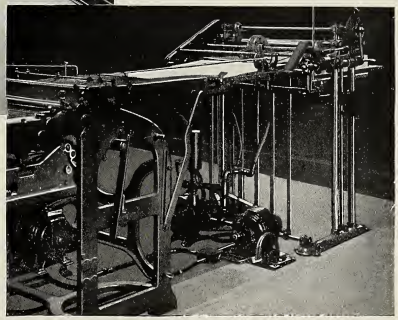
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THE FROHN SIMPLEX PILE FEEDER

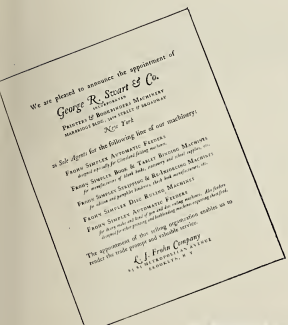
For Cleveland Folding Machines



Simple
Efficient
Dependable



The sheets are advanced from the pile to the feed table in a "*continuous stream*," insuring *maximum output*.


We are pleased to announce the appointment of
George R. Swart & Co.
Printers' & Bookbinders' Machinery
MARBRIDGE BLDG., 34th STREET & BROADWAY
New York
as Sale Agents for the following line of our machinery.
Frohn Simplex Automatic Feeders
Frohn Simplex Book & Table Rotating Machines
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The appointment of this selling organization enables us to render the most prompt and reliable service.
L. J. Frohn Company
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NO SPEED IS TOO FAST FOR THE FROHN FEEDER.

The feeder will handle long and short runs economically and at the same time will produce larger output than can be obtained by hand feeding, regardless of length of run; will handle any weight or quality of paper coming within the range of the Cleveland folder.

Write for list of installations where FROHN SIMPLEX FEEDERS are operating daily, *increasing productive capacity of Cleveland folders and decreasing operating costs.*

George R. Swart & Company, Inc.

Printers' and Bookbinders' Machinery

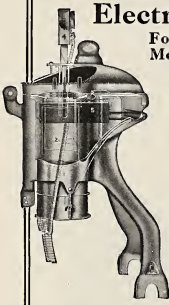
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FORT-IFIED

Electric Pot Heater

For Linotypes, Intertypes, Monotypes and Linographs



Installed on a regular gas pot at our factory and shipped ready to replace your old gas pot. Interchangeable with gas or gasoline burners in case of emergency.

From a User to a Prospective Customer.

Kansas City, Mo., March 5, 1920.
Journal Publishing Corporation,
Windsor Locks, Conn.

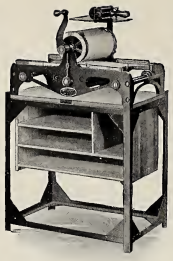
Dear Sirs:—Our experience with electric heating units for linotype pots manufactured by the Fort-ified Mfg. Co. of this city has been that this unit is the most economical, simple and dependable unit of its kind upon the market today.

This experience has been gained by actual tests in our plant under all conditions. The great advantage, in our opinion, of the Fort-ified unit over those of other concerns consists in this: Should the current of an entire district or city be shut off by reason of accident or severe storm, the time required to reheat the metal will not be lost, as this unit admits of an instant change to gas heating, while the other units are not adaptable to this change.

We do not hesitate to tell you that if we increase the capacity of our plant by additional machines they will be equipped with this unit immediately upon their installation.

Sincerely yours,
WESTERN TYPESETTING COMPANY,
By Henry E. Alwes.

Fort-ified Manufacturing Company
807 Walnut St., Kansas City, Missouri



This is No. 0 Poco Proof Press. Size 12 in. x 18 in. Who Needs It? You.

Poco the Proof; don't pound it

Pounding and planing proofs is too slow and inefficient for these modern times. Use the Poco Proof Press and get quicker, better results.

Lay the form either in a galley or flat on the bed (there is a removable galley plate for that purpose) and get a real impression. Halftones prove perfectly on the Poco Proof Press, and every error and defective matter in type shows up clearly.

Also it means much to a customer to have a good clean proof. He makes fewer corrections, is better pleased, and is impressed with your service and ability.

The Poco Proof Press is a bread winner, not a luxury—a necessity because a real time saver. Press can be placed on a stone, bench, table or stand, but the Stand and Paper Cabinet we supply is best.

Write us about it today.

Hacker Manufacturing Company
312 North May Street Chicago

Perfection Saw and Trimmer for Composing Rooms



Model No. 2
$140
Model No. 3
$250

They Saw and Trim—

Linotype Slugs
Electrotypes
Stereotypes
Wood Furniture
Wood Reglet
Leads and Slugs

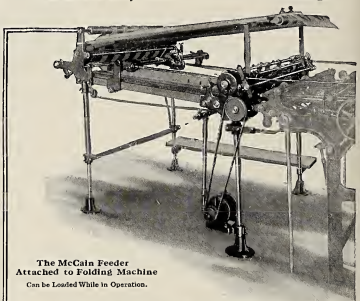
To Point System Accuracy

Write our nearest branch house for descriptive folder

Barnhart Brothers & Spindler

Makers of Superior Specialties for Printers

Chicago Washington Dallas Saint Louis
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The McCain Feeder Attached to Folding Machine
Can be Loaded While in Operation.

Maximum Production from Your Folding Machines

Are you getting as much production per day from your folding machines as you should? If you are not satisfied with your present results, install

THE McCAIN Automatic Feeder

and watch the production figures swell. Easily attached to the Brown, Anderson, Dexter, Cleveland, and Hall folders. Feeds as fast as the folder folds. Write for literature.

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TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET
SPECIAL MAGAZINE
MACHINE FINISH
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MUSIC
EGGSHELL
SCHOOL TEXT
ANTIQUE LAID

Uniformity

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Effective Solicitation

for the printer is among his gravest problems. The quality customer is earnestly sought for and persistently desired. The quality customer can only be attracted and held by quality work. He is willing to pay the price if he can get what he wants. We have made the quality customer want

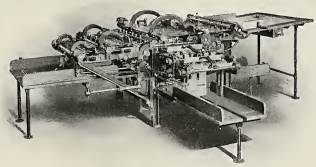
Appearance of Our Neat Cards in Case



PEERLESS PATENT BOOK FORM CARDS

and while many are getting them, many are not because they have to be ordered from a distance. Let these people know you have the cards and you will get their business and hold it, and the cards will probably be the smallest item they will buy from you. They know you are a quality shop, because you handle these quality goods. You can not dodge that logic. The goods are the evidence. Can you afford to be one day without these cards? Send for prices to the trade. WRITE NOW.

The John B. Wiggins Co. Established 1857
Engravers, Plate Printers, Die Embossers, 1104 S. Wabash Ave., CHICAGO



C. F. ANDERSON & CO.
710 S. Clark St., Chicago

THE WARNER Friction Drive, Foot Control,

Variable Speed Motors for Job Presses



A 30-day trial will convince you that we have the best motor on the market. No rheostat or resistance coils, you get any desired speed and can start or stop by simply pressing the foot lever.

¼ H. P. $60.00
⅓ H. P. $65.00

These prices are F. O. B. Kalamazoo, Mich.

The above is complete with spring base and foot control, all ready for service. 110-volt, 25 to 60 cycles only. Always state voltage and cycles.

We guarantee satisfaction. Write for our booklet on press motors.

WARNER ELECTRIC CO., Kalamazoo, Michigan

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

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Main Office and Works: 1535 S. Paulina Street, Chicago
New York Office: 220 West 42d Street

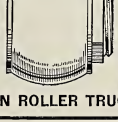
MORGAN EXPANSION ROLLER TRUCKS FOR JOB PRESSES

The only practical device on the market for the equalization of roller diameters.

What $18.00 Will Buy

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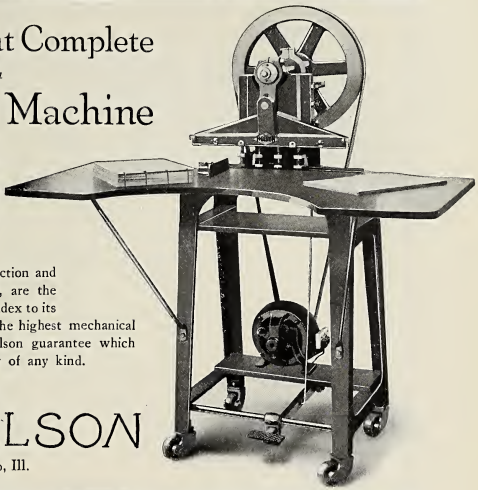
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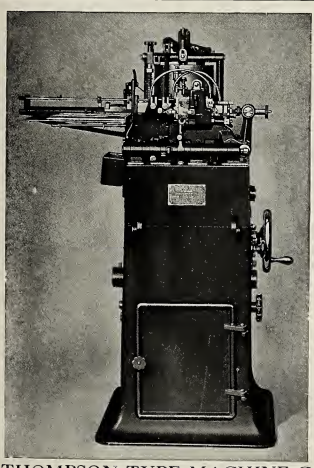
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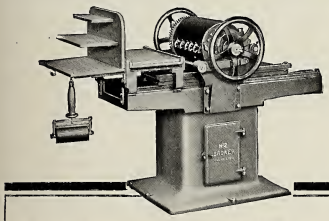
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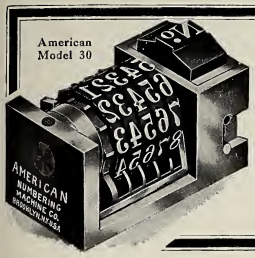
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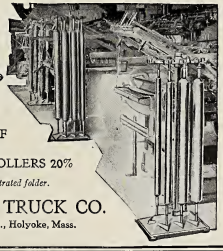
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Of THE INLAND PRINTER, published monthly at Chicago, Illinois, for April 1, 1920.

State of Illinois } ss.
County of Cook }

Before me, a Notary Public in and for the State and county aforesaid, personally appeared James Hibben, who, having been duly sworn according to law, deposes and says that he is the business manager of THE INLAND PRINTER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are:
Publisher — The Inland Printer Co. (Inc.)..632 Sherman st., Chicago, Ill.
Editor — Harry Hillman.....Chicago, Ill.
Managing Editor — Harry Hillman.....Chicago, Ill.
Business Manager — James Hibben.....Evanston, Ill.

2. That the owners are: Estate of Henry O. Shepard, deceased, for the benefit of Mrs. Jennie O. Shepard, 635 S. Ashland av., Chicago, and Mrs. Clara J. Shepard, 635 S. Ashland av., Chicago.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities, are:

None.

4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JAMES HIBBEN,
Business Manager.

Sworn to and subscribed before me this 3d day of April, 1920.

FRANK O. MARKHAM.
(My commission expires March 8, 1924.)

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In no other way is it possible to get—without spending needless time, effort and money—the knowledge you need, hints and practical suggestions that will help you in your work.

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Then there are books of reference that will give you the other sort of help you need—general information on all matters connected with your work, written by men just as expert and accurate as those who write on your more particular specialty. In the printing business the man who is successful is the one who knows a great deal about Bookbinding, Advertising, Engraving and the other allied arts.

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Our catalogue containing complete descriptions of the good books will be sent FREE on request.

The INLAND PRINTER CO.
BOOK DEPT., 632 SHERMAN STREET, CHICAGO



This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show appreciable deterioration.

$2 Value for $1.00

A valuable book for advertisement compositors and all those interested in the composition of advertising is now offered at a bargain. Hundreds of copies of the regular edition of

The Typography of Advertisements

have been sold for $2. The special edition we are offering for $1 contains the same matter as the regular edition, the only difference being that it is printed in one color, and is bound in paper cover.

Professor Walter Dill Scott, the noted advertising expert, says of this book: "*The Typography of Advertisements*, by F. J. Trezise, is one of the best books on advertising, and I shall include it in my list of approved books on the subject. It is well written and attractively gotten up."

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By F. J. TREZISE
136 pages, 5 x 7
65 illustrations.

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Here's my dollar—send the special paper-bound edition of "The Typography of Advertisements" by parcel post.

Name .....

Address .....



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties, by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

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CROMWELL

Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Sample of our Tympan Paper sent on application.

The Cromwell Paper Co.

Department I. P. **Jasper Place** **Chicago, Ill., U.S.A.**

Trade  Mark



A System for Correct Composition

Linotype Typography makes one sound system of the much confused accumulation of material that confronts the printer. It eliminates unsparingly that which is incongruous and wrong, but without limiting full variety of choice by the narrow canons of cold art. It simplifies the practice of ambitious composition, and as an actual part and result of that simplification, the Linotype user is provided with material for composition of a richness attainable heretofore only by inordinately costly and laborious hand work. Linotype Typography furnishes equipment that both guides and responds.

MERGENTHALER LINOTYPE CO.

New York, U. S. A.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Limited, Toronto

This Advertisement, Including Border Ornaments, is Composed Entirely of LINOTYPE *Material*

VOLUME 65 JUNE, 1920 NUMBER 3

The INLAND PRINTER

OCT 29 1920

Leading Trade Journal of the World
in the Printing & Allied Industries

Forty Cents

Bargains in Used Equipment

THIS is the time to make improvements in your plant. Take advantage of the summer months and be prepared for increased business in the Fall. We have the following equipment on hand, and can make immediate delivery, subject to prior sale. Telegraph your orders, since quick action is necessary. Many of the machines can not be had from the manufacturers for several months, and they will be taken up by discerning buyers. Your money back if the machines are not all they are represented to be. Prices are consistent with prevailing market conditions.

Presses

Rotary web press, two colors on two sides, delivers flat sheet, 22-inch web (machine is practically new)....

Cottrell, two revolution, both deliveries, size of bed, 45 x 65.....

Miehle, two revolution, ooo, old bed motion, size of bed, 40 x 60.....

Miehle, two revolution, No. 1, size of bed, 39 x 53....

Century, two revolution, size of bed, 37 x 52 (3 machines).....

Century, two revolution, four form rollers, size of bed, 28 x 42.....

Cottrell, two revolution, four form rollers, size of bed, 26 x 39.....

Miehle, two revolution, two form rollers, size of bed, 26 x 34.....

Standard Automatic, size, 13 x 19.....

Golding Jobbers, size, 10 x 15 (two machines).....

Other job presses on hand—write for prices and descriptions

Monotypes

Lanston Monotype Casters and Keyboards, also stripped casters ready for Lead and Rule attachment

Linotypes

Mergenthaler Linotype, Model 4.....

Mergenthaler Linotype, Model 5.....

Mergenthaler Linotype Lead and Rule Caster.....

Magazines and Matrices for Models 3 and 1.....

Bindery Equipment

Dexter Folder, Model 290.....

Morrison Wire Stitchers, Model 12.....

Boston Wire Stitchers, Models 7 and 2.....

Burton Rotary Perforator, 30 inches.....

Stimpson Flat Perforator, 30 inches.....

Pressroom Equipment

Twentieth Century Bronzing Machine, 28 inches.....

Cylinder Press Chases, large quantities in stock.....

Ward & McLean Looping Machine.....

We pay cash for plants, any size, located anywhere

RICH & McLEAN, Inc.

73 Beekman Street, New York City

Smithsonian Institution
OCT 29 1920
National Museum



BUTLER BRANDS

WELL-MADE ENVELOPES

There is one thing you'll admit when you examine a Butler Brand Envelope and that is *it is well made.*

A very important operation in the building of an envelope is the cutting of the pattern; on the condition of the tools depends the character of the finished product. You know what happens when a cutting machine is not in perfect order and when the knives are worn and dull. The same thing occurs when cutting envelopes from faulty dies. The equipment used in Die Cutting Butler Brands is of the newest type; the dies are of the finest hardened steel, precise in measurement and always kept sharp and in perfect condition. This is the secret of the clean edges and even cut of a Butler Brand Envelope.

Butler Brands are made to invite and hold trade—they'll do it for you. Try a case of Diamond "B" Envelopes and get an actual demonstration. Would you like samples?

Distributors of Butler Brands—Standardized Paper

Standard Paper Company . . . Milwaukee, Wisconsin	Mutual Paper Co. . . . . Seattle, Washington
Missouri-Interstate Paper Co. . . . Kansas City, Missouri	Endicott Paper Co. . . . . Portland, Oregon
Mississippi Valley Paper Co. . . . . St. Louis, Missouri	National Paper & Type Co. (Latin America) . New York City
Southwestern Paper Co. . . . . Dallas, Texas	National Paper & Type Co. . . . . Havana, Cuba
Southwestern Paper Co. . . . . Houston, Texas	National Paper & Type Co. Buenos Aires, Argentine Republic
Pacific Coast Paper Co. . . . San Francisco, California	National Paper & Type Co. . . . . Mexico City, Mexico
Sierra Paper Co. . . . . Los Angeles, California	National Paper & Type Co. . . . . Monterey, Mexico
Butler-Detroit Company . . . . Detroit, Michigan	National Paper & Type Co. . . . . Guadalajara, Mexico
J. W. Butler Paper Company	National Paper & Type Co. . . . . Guaymas, Mexico
(Foreign Trade) . . . . . New York City	National Paper & Type Co. . . . . Mazatlan, Mexico
Central Michigan Paper Co. . . . Grand Rapids, Michigan	National Paper & Type Co. . . . . Lima, Peru

J.W. Butler Paper Company, Chicago

Established 1844

BUTLER BRANDS PAPER THE BEST

TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET
SPECIAL MAGAZINE
MACHINE FINISH
TICONDEROGA FINISH

MUSIC
EGGSHELL
SCHOOL TEXT
ANTIQUE LAID

Uniformity

SALES OFFICE, 522 FIFTH AVENUE, NEW YORK CITY, N. Y.

Profit-Producing Printing Papers

Parker, Thomas & Tucker Paper Co.
535-539 South Franklin Street, Chicago

"Send us another one" —writes a customer after a thorough trial of the

"INSTANTO" PAPER-KNIFE SHARPENER

He now has two sharpeners in his shop, and as a result his cutter knives are always ready for a quick, clean job of cutting. A few strokes over the dull knife and the trick is done.

Price, $2 Postpaid. Special Oilstones, 35c.

W. JACKSON & CO., Dept. A, 189 N. Clark St. CHICAGO, ILL.



THE McGRATH ENGRAVING CO.

EXPERT MAKERS OF PRINTING PLATES

501 S LA SALLE ST CHICAGO — TELEPHONE HARRISON 6245

ENGRAVING PROCESS — ELECTROTYPING COLOR PLATES

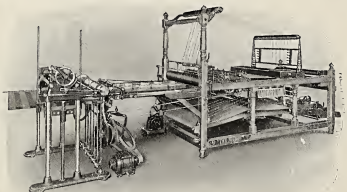
The INLAND PRINTER

Vol. 65, No. 3 — HARRY HILLMAN, Editor — June, 1920

Published Monthly by
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

TERMS—United States, $4 a year in advance; single copy, 40c. Canada, $4.50; single copy, 45c. Foreign, $5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



The Hickok Automatic Paper Feeder

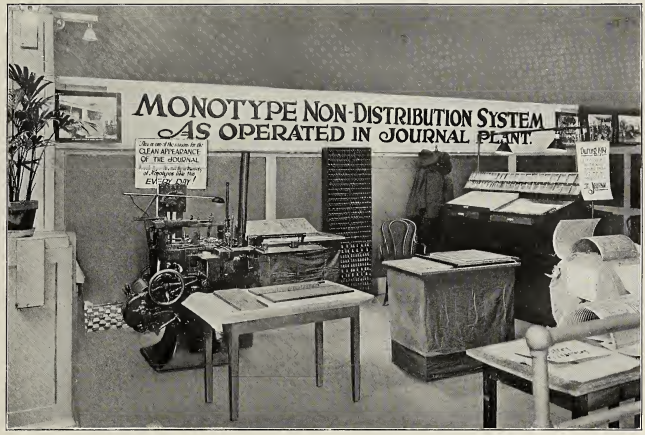
Moore & Company, Baltimore, Md., write us in regard to the Hickok Automatic Paper Feeder as follows:

"The Hickok Automatic Paper Feeder you sold us in January last is giving perfect satisfaction on jobwork, which we were afraid it was not adapted to. Our head ruler was extremely prejudiced against putting it in, but is now fully convinced."

THE W. O. HICKOK MFG. COMPANY
Established 1844 — Harrisburg, Pa., U. S. A.

NON-DISTRIBUTION

Advertised by an Enthusiastic User



The Milwaukee *Journal* moved from its ad room a Monotype and Non-Distribution accessories to exhibit the system at the Milwaukee Advertising Show. Two operators were on duty demonstrating the Monotype System. The card tells why:

This is one of the reasons for the clean appearance of the *Journal*. Fresh type is cast by a battery of Monotypes like this every day

Lanston Monotype Machine Co., Philadelphia

NEW YORK BOSTON CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

292

This Advertisement set in Monotype Series No. 150 and Monotype Rule

The
LINOGRAPH FACTORY



UP to the present time the LINOGRAPH has been made in crowded quarters, and there have been many inconveniences and difficulties connected with its manufacture. Now we are moving into this magnificent new building, an all-daylight plant of five floors, with every modern convenience for our employees, and every facility for successful manufacture of an efficient slug-casting machine.

We desire to express our appreciation to all who have encouraged us during the past, and hope we may merit further support and encouragement in the future.

This building with all its modern equipment is the best evidence that the LINOGRAPH has made friends wherever it has been introduced. The fact that every LINOGRAPH installed created demand for others is what made possible a new and larger factory.

We invite correspondence, and we are always pleased to send descriptive literature upon request.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

ETABLISSEMENTS PIERRE VERBEKE
General European Agent
Rue des Boiteux 21
Brussels, Belgium

PARSONS & WHITTEMORE, Inc.
Agents for Australasia
30 Market Street
Sydney, Australia, N. S. W.

AVERAGE OPINIONS OF USERS
of The DEXTER COMBING PILE FEEDER

The four Combing Pile Feeders are giving perfect satisfaction. In fact, they exceed our expectations, and it is really remarkable how steadily these machines will feed, and also how accurately.

* * *

The Feeder is very satisfactory and is the machine for any office that has any kind of long or short runs. We have successfully had forms of a few hundred or so put on to an advantage over hand feeding.

* * *

Most of our work is in two colors, and we are getting an average of 13,000 sheets in eight hours, with perfect register. We have had no trouble with it and would not part with it for four times its cost if we could not replace it.

* * *

"There is one thing in this world that is not over-advertised," having in mind the Grand Canyon of Colorado. Now I am quite willing to say there are two things, the other being the Pile Feeder of the Dexter Folder Company.

* * *

You ask what we think of the Feeder you installed some time ago on our pony Miehle press. I don't believe I can say anything stronger than to ask you to call to see us about installing another Feeder of this type on our No. 4 four-roller Miehle machine.

* * *

We are using this Feeder on the finest kind of four-color halftone printing on coated paper and also on news stock where we require quick production, with perfect results in both cases. We like this feeder so well that we have just gotten another one of the same kind.

* * *

Last fall we had two identical orders—same paper and same size. The press with the Dexter Combing Pile Feeder ran 17,000 impressions while the press which was hand fed ran 11,000, so anyone can readily see that there is quite a saving in using these Feeders.

* * *

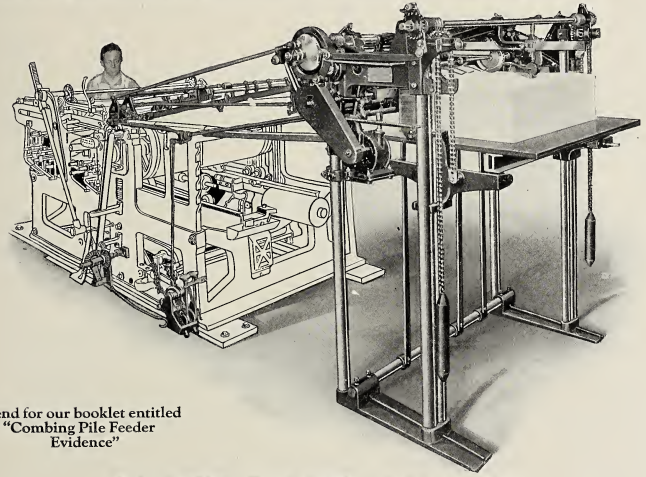
In the writer's opinion, the machine is ideal. It seems to him that the principle applied in this machine to mechanical feeding is the correct one. It is doing its work fully up to its representation and is perfectly satisfactory in every way. In the matter of operation it is simplicity itself.

* * *

We have fed everything from tag board to onion skin to perfect register, and in size we have fed without difficulty larger and smaller sheets than the Feeders are supposed to feed. The rapidity and ease with which they are changed for different size sheets make them practical for short as well as long runs.

* * *

Our experience with the Dexter Combing Pile Feeder is that no printing office is complete without them. We have had one in our office for over a year and it gives us entire satisfaction in every respect, always ready to do the work, never complaining of a long run. It is a pleasure to do business with the Dexter Folder Company. You may expect to hear from us very soon again.



Send for our booklet entitled "Combing Pile Feeder Evidence"

DEXTER FOLDER COMPANY

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

NEW YORK CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA TORONTO SAN FRANCISCO

FOOD FOR THOUGHT

The *significant* factor in the result

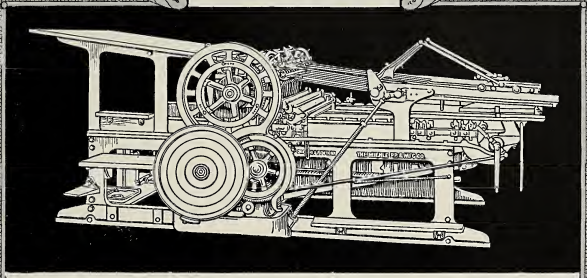
The *insignificant* factor in the cost

FEED YOUR PRESSES THE BEST INKS

SIGMUND ULLMAN CO.

NEW YORK CHICAGO

The Miehle



Something for Nothing

High speed on the Miehle is a perfectly natural function. The Miehle operates at the highest attainable speed easily and without strain or wear.

You can drive a Miehle to its full capacity day after day, week after week, months, years, and the press answers to the call without effort, without reduction of quality.

Is this something for nothing?

By no means. This capacity for speed, this remarkable resistance to wear are built into the press in brains, labor and material. It is the quality of design and construction of the Miehle which is responsible for this increased output.

And this gives the purchase of the Miehle its definite investment character.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1216 Monadnock Block — PHILADELPHIA, PA., Commonwealth Trust Bldg. — BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 2960 Woolworth Bldg. — DALLAS, TEX., 911 Deere Bldg. — SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. — DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Cutting Cost of Set-Up·Make-up·Lock-up

DON'T BLAME your Composing Room Foreman when cost of set-up, make-up and lock-up (likewise make-ready) is higher than it ought to be, and output falls behind, and profits almost seem to disappear—if you compel him to *trim, mortise, miter* and *bevel* in the old by-hand, by-guess, by-luck way. Ask him. He'll admit *time is being sacrificed* every day, every hour, that could be saved with a

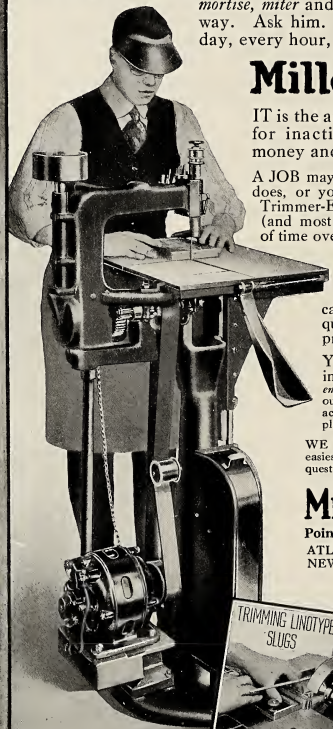
Miller Saw-Trimmer

IT is the antidote for the high composing room costs, for inaction and delays, for wasted time, wasted money and wasted human energy.

A JOB may show a profit under the old conditions—usually does, or you would shut up shop. But in the Miller Saw-Trimmer-Equipped-Plant, *every job* requiring Miller treatment (and most jobs do) shows *extra profit*. In addition to saving of time over the old hand methods of treating cuts, etc., the mechanical accuracy of Miller Saw-Trimmer operations insures a perfect set-up, make-up and lock-up, resulting in a saving of time in make-ready, as well as fredom from workups and other causes for stops during the run. In brief—a higher quality of printing as well as a substantial increase in production.

YOU NEED a Miller Saw-Trimmer to put new *pep* into your workmen—to innoculate them with *new enthusiasm, new pride in their handiwork*—to get away from tedious waiting and delays—from alibis that spread the habits of inaction, inefficiency and careless methods throughout your entire plant.

WE WANT you to *find out* just what it *can* do for *you*—and the easiest and quickest way to find out is to drop us a line *today*, requesting the whole story of the Miller Saw-Trimmer.







MILLER SAW-TRIMMER CO.

Point Building - Pittsburgh, Pennsylvania, U. S. A.

ATLANTA - BOSTON - CHICAGO - DALLAS
NEW YORK - PHILADELPHIA - SAN FRANCISCO

The Mill Price List

Velvo-Enamel.
Marquette Enamel.
Sterling Enamel.
Westmont Enamel.
Pinnacle Extra-strong
Embossing Enamel.
WHITE INDIA
Westvaco Ideal Lith
COATED ONE SIDE
Westvaco Super.
Westvaco M.F
Westvaco Eggs
Minerco B
WHITE PINK BLUE CANAR
Origa Writ
WHITE CAN
Westvaco Index
WHITE BUFF BLUE
Westvaco Pos

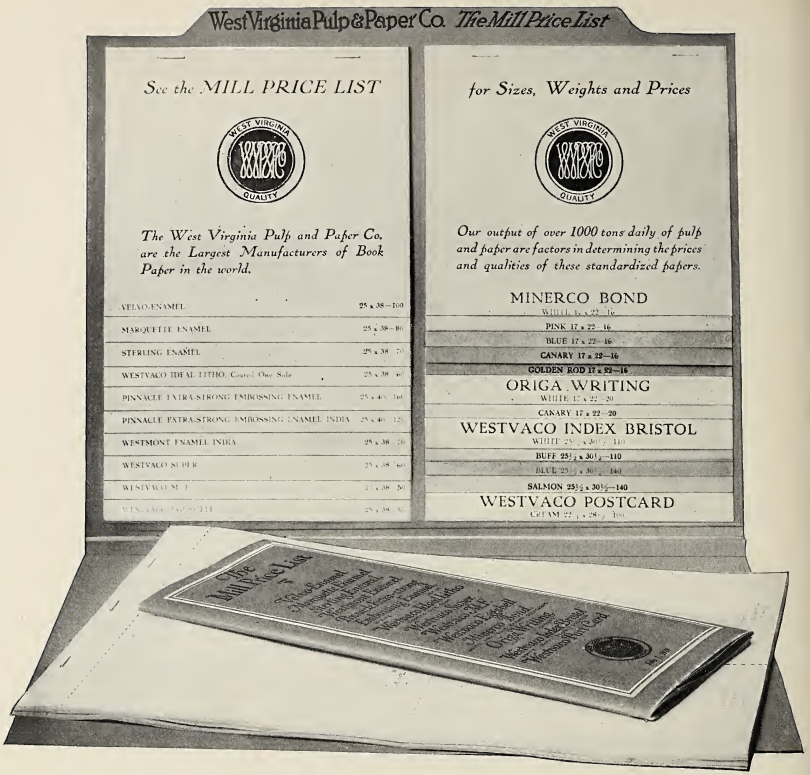
WEST VIRGINIA WESTVACO QUALITY

THE Westvaco brands itemized in the MILL PRICE LIST are paper values, guaranteed by The West Virginia Pulp & Paper Company, the world's largest book paper manufacturers. The Westvaco label on every case is an important mark. It identifies quality and uniformity. It is the signature of The West Virginia Pulp & Paper Company.

DETROIT	The Union Paper & Twine Company
CLEVELAND	The Union Paper & Twine Company
CINCINNATI	The Chatfield & Woods Company
PITTSBURGH	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Co.
NORFOLK, VA.	R. P. Andrews Paper Co.
YORK, PA.	R. P. Andrews Paper Co.
NEW YORK	The West Virginia Pulp & Paper Co.
CHICAGO	The West Virginia Pulp & Paper Co.



THE WEST VIRGINIA PULP & PAPER COMPANY
NEW YORK AND CHICAGO



THE West Virginia Pulp & Paper Company mark protects you on quality and uniformity. Every case is labeled with our guarantee mark. The following distributors are ready to serve you with samples. Be sure your name is on the mailing list of our nearest distributor so that you receive the MILL PRICE LIST monthly.

DETROIT	The Union Paper & Twine Company
CLEVELAND	The Union Paper & Twine Company
CINCINNATI	The Chatfield & Woods Company
PITTSBURGH	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Company
NORFOLK, VA.	R. P. Andrews Paper Company
YORK, PA.	R. P. Andrews Paper Company
NEW YORK & CHICAGO	The West Virginia Pulp & Paper Company

This insert is not a sample of any of the papers advertised

PRESSMAN PREPARE

The Printing Shop of the future will use the mechanical chalk overlay for all half-tone and fine printing. For it is only by the etching process that the fine graduations of tone and vignette can be shown to their full value. Only by this method can the most minute details of the half-tone be duplicated in relief, thus insuring perfect reproduction of the engraver's work.

All Progressive Pressmen should become thoroughly familiar with this method, not by merely reading about it but by actually using it in their daily work. They should request that their shop be equipped to make chalk overlays.



THE OAK LEAF OVERLAY PAPER

(PATENTED)

is sold without restriction. It is made by the same firm and with the same care that Oak Leaf Ultrafine coated cardboards are made, and carries the same absolute guarantee of perfection and satisfaction. It is most simple and practical to use. Mail this coupon for prices and instruction booklet.

THE A. M. COLLINS MFG. CO.
226-240 COLUMBIA AVE.
PHILADELPHIA, PA.

A. M. Collins Mfg. Co., 226 Columbia Ave., Phila., Pa.
Please send free of charge full information about your Oak Leaf Overlay Papers

Name
Position
Firm
Street
City
State

Challenge Creations for Printers

In Use Wherever Printing is Done

MACHINES

Lee Two-Revolution Press
The Moderate-Priced, All-Around Money Maker

Stonemetz Two-Revolution Presses
Printed Side Up Delivery

Diamond Power Paper Cutters
In 30, 32 and 34 inch Sizes

Diamond Combination Lever and Power Paper Cutters
In 30, 32 and 34 inch Sizes

Diamond Lever Paper Cutters
In 30, 32 and 34 inch Sizes

Advance Lever Paper Cutters
In Six Sizes, 16 to 33 inches

Hoerner Combination Shute-Board and Type-High Machine

Mercantile Addressing Machine
Foot Power; uses type or linotype addresses

Challenge Proof Presses
In Two Styles and Seven Sizes

UTILITIES

McGreal Combination Chases
Lengths 4 to 62¾ inches, with or without cross-bars

Challenge Mammoth Iron Furniture
From 15 x 15 to 60 x 120 Picas

Challenge Labor-Saving Iron Furniture
The Strongest Iron Furniture Made

Challenge Plate-Mounting Equipment
Sectional Blocks, Bases, Hooks, Catches, Etc.

Challenge Newspaper Bases

Challenge Hempel Quoins

Challenge Quoin Keys
In Many Styles

Challenge Type-High Gauges
In Many Styles

Challenge "Rigid Rim" and "Pressed Steel" Galleys
In All Job, News and Mailing Sizes

Challenge Galley Storage Systems

SOLD AND GUARANTEED BY ALL DEALERS IN PRINTERS' SUPPLIES

The Sun Never Sets on "Challenge Creations"

THE CHALLENGE MACHINERY CO.

Challenge Creations for Printers

MAIN OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
124 S. Wells Street

NEW YORK
71 West 23d Street

By Eliminating Ink Troubles in the Pressroom

REDUCOL

Helps You Keep Delivery Promises



The use of REDUCOL has eliminated the ink troubles of—

Beck Engraving Co.
Philadelphia, Pa.
Chas. Scribner Press
New York, N. Y.
Cordav & Gross
Cleveland, Ohio
Gugler Lithographing Co.
Milwaukee, Wis.
H. S. Collins Printing Co.
St. Louis, Mo.
Ketterlinus Lithographing Co.
Philadelphia, Pa.
Magill-Weinsheimer Co.
Chicago, Ill.
Manz Engraving Co.
Chicago, Ill.
Strobridge Lithographing Co.
Cincinnati, Ohio
U. S. Printing & Lithographing Co.
Baltimore, Md.
Globe Printing Co.
Denver, Colo.
Penick & Ford,
New Orleans, La.
Rogers & Co.
Chicago, Ill.
University Press
Cambridge, Mass.

And hundreds more.

Modern advertising is scheduled as closely as the Chicago-New York Limited. Broadsides, folders and catalogs must be out on a certain day, in a certain mail.

There is no place in this scheme of things for the printer or lithographer who cannot be depended upon to deliver the job on time. He does not get the chance to break many promises to the worthwhile buyer of printing. He has a shifting, second-class, price-buying lot of customers. He lives a hunted, worried business life.

Printers and lithographers who use REDUCOL have found that it helps them wonderfully in keeping delivery promises. They have no ink troubles. Their press runs start promptly and finish on schedule time.

REDUCOL is the original ink reducer with a paste base. It works equally well under all weather conditions. It cuts the tack out of the ink without affecting the body, softens it instead of thinning it. It eliminates picking and mottling. It makes halftones, type and rules print up clean and clear.

REDUCOL does not affect colors. It gives impressions an excellent surface for perfect overlapping. It distributes the ink better, giving 10% to 25% more impressions. It has a marked tendency to cut down offset onto the tympan, slipsheeting, and wash-up during the run.

Try 5 or 10 pounds of REDUCOL and see what it will do for you. No charge if REDUCOL does not do all we claim for it.



INDIANA CHEMICAL & MANUFACTURING COMPANY

Dept. I-6, 135 S. East Street, Indianapolis, Ind., U. S. A.

23-25 East 26th St., New York City

608 South Dearborn St., Chicago

Pacific Coast Agents: GEO. RUSSELL REED CO., San Francisco, Seattle, Portland

Canadian Agents: MANTON BROTHERS Toronto, Montreal, Winnipeg



Royal Men at Work. A Section of the Finishing Room

Doesn't this picture give you an impulse to do business with Royal?

Royal Men Work

for the fame of

Their Mark

which hangs in the shop
and which means more
than a typographic
decoration



Royal Electrotype Company
Philadelphia, Pa.
U. S. A.





Man Power, Plus

SHORTER hours, higher wages, scarcity of labor,—your problem! Conserve man power by using the Transveyor System of Trucking and Storage. Inexpensive to install, but costly to do without. Used for years by the leading manufacturers in practically every line of business. You need it.

The all-steel Lift Truck and the separate loading platforms will help speed up production, increase free floor space, and cut down labor costs. The Transveyor makes light of hard work and is built to stand constant use and abuse.

Clip and mail

THE COWAN TRANSVEYOR

TRADE MARK REG. U. S. PAT. OFFICE



COWAN TRUCK COMPANY
22 Water St., Holyoke, Mass.

I am interested in reducing the cost and increasing the efficiency of hand trucking. Send a copy of "HOW TO APPLY THE TRANSVEYOR TO YOUR BUSINESS."

Name.....

Address.....

TRANSFERS

Various items passed on to the Factory manager for his perusal and profit. Your experience with the Transveyor System is invited.

HANDLING PARTS & PIECES

FOR storage and movement among different departments of small parts, a box-skid like the drawing herewith is recommended. These boxes are easily put together by any factory carpenter and serve many useful purposes. The weight of the box being shown, the net weight of the contents can be instantly secured without the necessity of removal. The Transveyor meets all conditions, and the construction of the skids fits it to the varied requirements.



THEY AUTO PLEASE

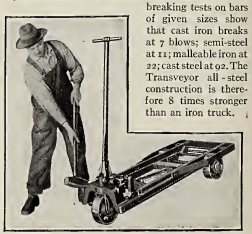
THE Winton Co. says that six Cowan Transveyors are saving $5,280 a year for them on their factory trucking. The Republic Motor Truck Co. reports that the Transveyor Lift Trucks cut their interior trucking expense 90 per cent, saving $5,400 a year, or over $16,000 up to the time of writing.

"FIRE PROOF"

FIRE wrecked the Puritan Rubber plant, and down with the burning mass plunged a Transveyor into the cellar. The fire burned for 24 hours. The Transveyor was eventually dug out, with paint missing, but otherwise perfectly workable. It was put to work clearing up the mess. They say the "durn thing" looks as if it will outlast its original guarantee period of 5 years.

SLEDGE HAMMER TEST

OF course no user of a Cowan Transveyor will deliberately try to scrap it with the aid of a sledge hammer. Nevertheless, a device of this kind must encounter many severe blows in the course of daily use. The All-Steel construction of the Transveyor will stand these without serious effect. Actual breaking tests on bars of given sizes show that cast iron breaks at 7 blows; semi-steel at 11; malleable iron at 22; cast steel at 92. The Transveyor all-steel construction is therefore 8 times stronger than an iron truck.





A NEW BASIS *of* ECONOMY

in the production of high grade cylinder presswork is being established in many printing plants throughout the world.

The Universal Equipment OPTIMUS is the foundation upon which the owners of these plants are building for greater profits.

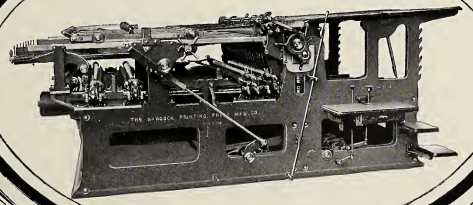
The *important* factor is this: The operating advantages of the OPTIMUS are *visible.*

Our Best Advertisements Are Not Printed—THEY PRINT!

THE BABCOCK PRINTING PRESS MFG. CO.

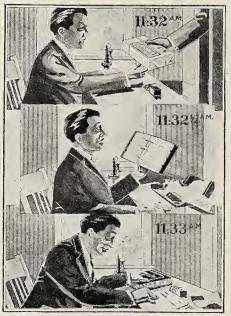
NEW LONDON, CONN. NEW YORK OFFICE, 38 PARK ROW

Barnhart Bros. & Spindler, *General Western Agents*, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.
Miller & Richard, *General Agents for Canada*—Toronto, Ontario, and Winnipeg, Manitoba.
John Haddon & Company, *Agents*, London, E. C.



BABCOCK

Movie of One Minute of a Printer's Life



THE GRANDVIEW HERALD
Chapin D. Foster, Publisher
Grandview, Washington

April 4, 1920

Porte Publishing Company,
Salt Lake City, Utah,
Gentlemen,—

The Franklin Printing Price List reached us at 11:32 today. At 11:32 1/4 we decided to ask you to call off your proposition for a sixty-day trial, and at 11:33 we are writing you to that effect.

The work is the finest thing our profitless soul has seen for many moons. If I could get as much for my money every time, life would be one glad song.

It isn't a bad old world at that, but your Price List is making it a lot nicer from a printer's standpoint.

Success to you,

Cordially yours,
Chapin D. Foster.

This letter is a specimen of what thousands of printers in all parts of the world have to say about the Franklin Printing Price List and the wonderful service that goes with it.

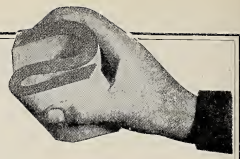
If you are not familiar with it, write for our Guarantee Offer, or ask the next salesman for a paper house, type foundry, supply house, or some other printer what he knows about the Franklin Printing Price List.

May we hear from you?

Porte Publishing Company

221 ATLAS BLOCK SALT LAKE CITY, UTAH

R. T. PORTE, *President.*



Hot Weather Advantages

Forget your worries of tabbing glue during the hot, disagreeable weather. Save your temper by using

NUREX

PATENT PENDING

Tabbing Compound

NUREX offers exclusive advantages during the hot, damp weather, the most trying time for a tabbing glue; for instance, it never gets sticky. What is more aggravating than to have a customer call up and say that his pads are falling apart, due to the glue becoming sticky and stringy? NUREX retains its resiliency and is still tacky enough to hold the pads together even in the hottest weather.

Order a trial gallon today from any of our many distributors and be convinced that NUREX will end your tabbing troubles.

The Lee Hardware Co.

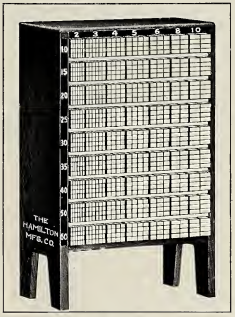
SALINA, KANSAS

The NUREX Tabbing Pot is designed for use with NUREX Tabbing Compound. Ask the nearest distributor of NUREX for circulars giving full information and prices.

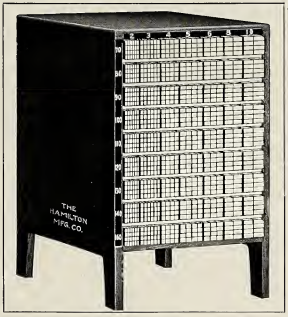
HAMILTON

Furniture and Reglet Cabinets

are now made as illustrated hereon with sanitary base and all of uniform height—38½ inches—bringing the top level with a standard imposing table. Contents are readily accessible and the superiority of the new design is obvious. Cabinet may be placed near the imposing table, against the wall, or in any desired location. All numbers are on metal strips, with white letters on black background.



No. 3710
Cabinet and Contents



No. 3715
Cabinet and Contents

Hamilton Furniture and Reglet are made from carefully selected stock, properly seasoned, and by special machinery built exclusively for this work, thus insuring a finish and accuracy impossible by any other known method.

DETAILS

No. 3700—432 pieces; lengths and widths same as No. 3710.
No. 3705—432 pieces; lengths and widths same as No. 3715.
No. 3710—972 pieces; see illustration above.
No. 3715—972 pieces; see illustration above.
No. 3720—1332 pieces; lengths and widths same as No. 3710.
No. 3725—1332 pieces; lengths and widths same as No. 3715.

REGLET CABINETS

Made same style and height as Furniture Cabinets illustrated hereon.

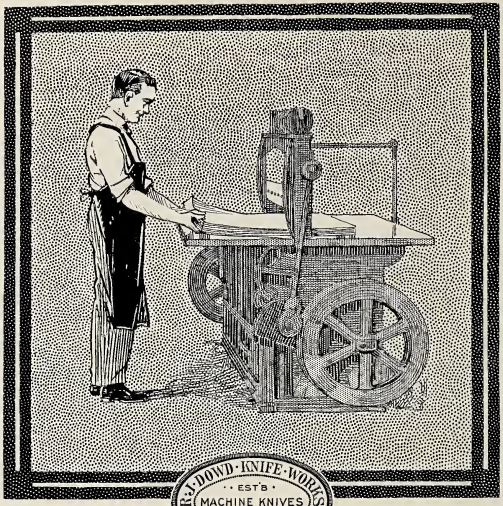
No. 3690—Contains 34 pieces each (6 and 12 pt.) in following lengths: 10 to 33 by picas; 36 to 60 by 3 picas. Total pieces, 2244.
No. 3695—Contains 34 pieces each (6 and 12 pt.) in convenient lengths, 64 to 160 picas. Total pieces, 2244.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



Rapid cutting; accurate cutting; clean, smooth product—these are yours when DOWD Knives are used.

DOWD Knives are supreme in the paper cutting field. Made of Swedish Tool Steel scientifically treated, properly proportioned as to weight and shape, they offer a cutting edge of irresistible sharpness.

A sharp edge that stays sharp all the time for a long time. That is the big secret of DOWD Knives' popularity.

Increased output, satisfactory work and a satisfied operator invariably result from the use of DOWD Knives on your paper cutter. Ask your cutter man—he knows. He has used DOWD Knives for years—probably saw his father use them. DOWD has made good knives for over seventy years of popularity.

Write DOWD of Beloit if you have a knife problem.

R.J. Dowd Knife Works

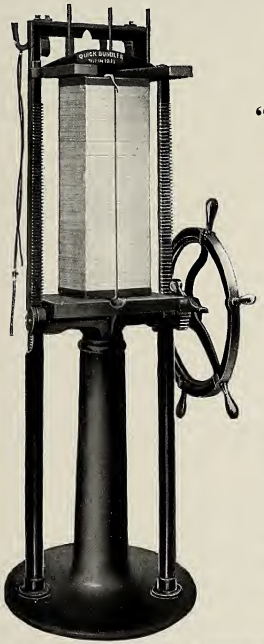
Makers of better cutting knives since 1847

Beloit, Wis.

SILENT SPEED

Human Hands Cannot Tie Bundles

as Quickly, Compactly, Neatly



AS

The Portable

"QUICK BUNDLER"

Printers and Binders Use It for tying up

Signatures	Folders
Catalogues	Books, etc.

Special Features of this Bundler

The Portable QUICK BUNDLER is preferred by printers and binders because of its *portability*—it can be transported with ease and facility from one part of the pressroom or bindery to another.

The Portable QUICK BUNDLER occupies but little space—it stands in the most natural (upright) position for receiving the work—is rapid in action—every one can operate it at sight.

Built on a simple mechanical principle that affords powerful leverage and compression.

A FEW OF THE HUNDREDS OF USERS

Street & Smith	New York	Knickerbocker Bindery	New York
Doubleday Page & Co.	New York	American Book Co.	Cincinnati, Ohio
Harper & Bros.	New York	Boston Mailing Co.	Boston, Mass.
Charles Francis Press	New York	National Library Bindery Co.	Springfield, Mass.
The Pictorial Review	New York	Forest City Bookbinding Co.	Cleveland, Ohio.

Write for Full Particulars

The Master Machines Corporation

Builders of "THE BABY" CYLINDER and AUTOPRESS

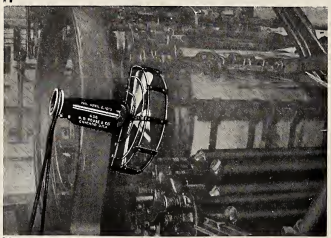
110-112 West 40th Street, New York City

Cable: AUTOPRESS

Hot Weather has No Terrors
for the Printer who Installs

ROUSE ROLLER FANS

NOW is the time to make the Installation —before the Hot Weather is here.



No. 1, for No. 4 to No. 1 Miehle Presses.	$25.00
No. 2, for No. 00 to No. 00000 Miehle Presses	25.00
No. 3, for No. 00 to No. 7-0 Miehle Presses, with automatic feed	32.00
No. 4, for Miehle Two-Color Presses, with or without automatic feed, *2 fans*	60.00

THE hottest months of the year will soon be here. Summer usually means a succession of troubles in the pressroom. Protect yourself against soft, mushy rollers and spoiled work by equipping your presses with Rouse Roller Fans which represent the best solution of hot-weather roller troubles — such as poor presswork, delayed deliveries, and dissatisfied customers.

No Electrical Connections Necessary

There is no need to call in outside labor to install the Rouse Roller Fans. No electrical connections are necessary — simply clamp the fan onto the main gear guard of a Miehle press and the installation is complete. The press supplies the power.

Sold on our broad guarantee of satisfaction or your money back

SOLD BY DEALERS EVERYWHERE

MADE ONLY BY

H. B. Rouse & Company

2214 Ward Street, Chicago



Westinghouse-Cline
Motor Drive for Typesetting Machines

Westinghouse Motors can be found in every industry where reliable drive is an essential factor. There is a reason for this.

WESTINGHOUSE motors stand for the most dependable, durable and efficient motors obtainable.

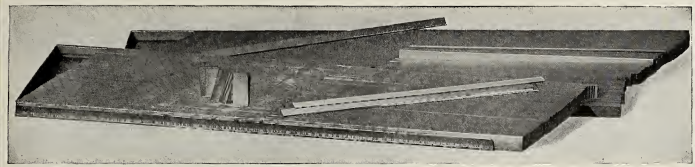
The illustration shows a motor drive for typesetting machines as furnished by the Cline Electric Mfg. Company of Chicago and New York. Here again a Westinghouse Motor is selected as the medium of drive.

Westinghouse Electric & Manufacturing Co.

East Pittsburgh, Pa.

Sales Offices in all Large American Cities.

Westinghouse



Miles and Miles of Leads and Slugs

Are Quickly and Cheaply Produced by the

Thompson Type, Lead and Rule Caster

THE galleys shown above contain 33 pounds each of 2-point leads and 6-point slugs, a total of 66 pounds produced in 50 minutes, including change of mold from leads to slugs.

It is this great output, combined with the high quality of its product, that makes the Thompson the only type and lead caster you can afford to install.

And you should install a type caster. The high wage scale in composing rooms, together with the high cost of foundry type and spacing material, are two big reasons why you need just such a machine.

With a Thompson in your composing room there will be an immediate reduction in these high costs. Eliminating the expense of distribution, wiping out type foundry bills, doing away with picking and hunting for sorts, are three ways the machine will save you money. A request on your business letterhead will bring further particulars.

THOMPSON TYPE MACHINE CO., 223 West Erie St., Chicago

Why NOT Help Your Salesmen Get Some New Accounts?

New accounts mean new business — more profits — the goal you are striving to reach.

Perhaps right now your salesmen have several promising prospects with whom they are trying to close.

Let's Give Them a *Competitive Advantage*

Install the Matrix Ruled Form and Tabular System, which is getting the business for scores of the best printers today. Factories, banks, wholesale houses, in fact all lines of business, use blank forms, manifold forms and cost sheets, ordered in large quantities.

If you have an intertype or linotype equipped with the Matrix Ruled Form and Tabular System you are well prepared to handle this class of work.

You can figure blank work 25 per cent lower and still make more money than your competitor who hasn't this labor-saving system.

If you give your customer good service on blank work the rest is easy. You've gained a foothold.

Let Us Show You How You Can Cash in on This Opportunity

The coupon is for that purpose. Use it — right now.

Matrix Ruled Form & Tabular Co.
Touraine Building, Fort Worth, Texas

Matrix Ruled Form & Tabular Co.
Touraine Bldg., Ft. Worth, Texas

Gentlemen — Enclosed find a few samples of blank and tabular work. Show us how we can save money on the composition of each individual job, setting it on the machine. Tell us *why* and *how* your system is superior to others.

Firm name ..... *by* .....

Address .....

Town ..... *State* .....

Kind of Machines ..... *Intertypes* ..... *Linotypes*

"Born Without a Curl"

Ideal Guaranteed Flat Gummed Papers

Remember the Name.

GUARANTEED
FLAT FLAT
GUMMED PAPER

Insist on this Label

Absolutely flat before, during and after printing.

Send for sample sheets

IDEAL COATED PAPER COMPANY

Mills and Main Office, BROOKFIELD, MASS.

NEW YORK CINCINNATI CHICAGO

FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR PRINTING PLANTS

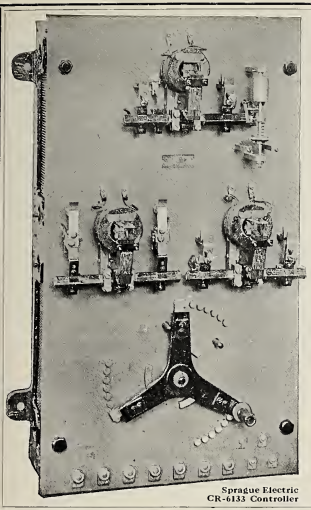
ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

BOSTON	RICHMOND	CLEVELAND	ST. LOUIS	LOS ANGELES
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		MILWAUKEE	WINNIPEG	

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Challenge Mach'y Co. Products
Lee Two-Revolution Press
Type, Borders & Ornaments
Metal Leads & Slugs
Brass Rule & Metal Furniture
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
Galleys, Brass and Steel
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Sprague Electric
CR-6133 Controller

SPECIFY

Sprague Electric CR-6133 Controller

if you want to get on an A. C. circuit

Widest Range of Speed
Plenty of Power at Starting
Slow Make-Ready Speed
Push-Button Control

Controller brings press up smoothly to printing speed predetermined by Foreman. Fast and slow speed obtainable from the PUSH-BUTTON STATIONS.

The Controller that made operation of small rotary presses practicable on Alternating Current circuits.

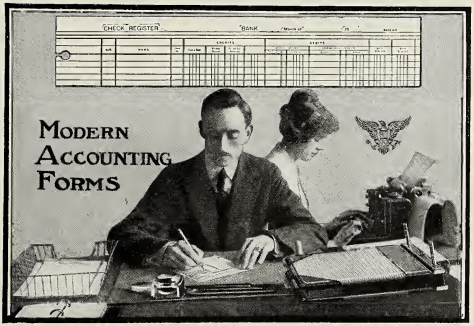
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SPRAGUE ELECTRIC WORKS
Of General Electric Company

Main Offices
527 West 34 St. New York

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in Principal Cities

NATIONAL Modern Accounting Forms are a great assistance in keeping specialized business records. Many of these forms have been especially prepared for the National Line by expert accountants. The sheets are punched to fit regular sized Post Binders.



Modern Accounting Forms are time and labor savers, and supply most of the headings necessary for high grade accounting. In buying Blank Books or Loose Leaf Devices always ask for "National" and identify them by the Eagle Trade Mark.

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The Fabrikoid Process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen—all pliable, scuff-proof, stain-proof and water-proof

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FABRIKOID may be easily stamped, gilded or embossed with special designs. Countless beautiful effects may be obtained. It cuts in multiples with minimum waste and can be worked with standard adhesives and machinery. It is ideal from the binder's point of view.



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Why not write for samples today? Mention the type in which you are immediately interested.

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Plant: Newburgh, N. Y.

F A B R I K O I D

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen —and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

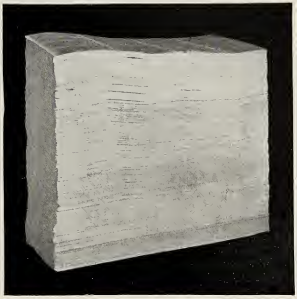
Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.
ATLANTA, GEORGIA
Branch Sales Office, 771 Mills Bldg., San Francisco

CHAPMAN ELECTRIC NEUTRALIZER

Makes Presses Deliver Light Paper

Like this:—



Instead of like this:—



Send today for copy of "Facts"

UNITED PRINTING MACHINERY CO.
38 Park Row, New York
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Reliable Printers' Rollers

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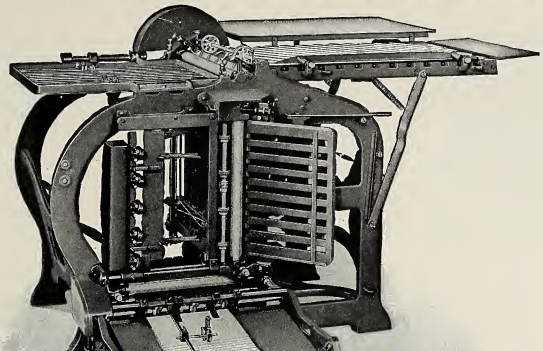
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SPRINGFIELD, OHIO
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191 DIFFERENT forms

4,045,500 Folds is a Lot of Folds

THE latest addition to our plant is the new type Cleveland Folder. A record of production for the two months we have operated this folder, shows that out of 398 productive hours, it has folded 1,594,000 circulars, making a total of 4,045,500 folds. This machine requires two girls to operate it. These two girls doing the same work by hand would have taken 2,890 hours, or seven months.

Before installing this machine, although we did not do the same volume of business we are now doing, hand folding was the only method we had of handling this class of work in our plant. From these figures you can draw your own conclusions as to how much better we are equipped to serve you.

The above was taken from a circular sent out by a Kansas City firm to its customers—name furnished upon request.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia

532 South Clark Street, Chicago
101 Milk Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.

Mercantile and Industrial Buildings of CONCRETE *Mean—*

Fireproof, permanent, practically maintenance-free structures.

Freedom from vibration, greater load carrying capacity and reserve strength.

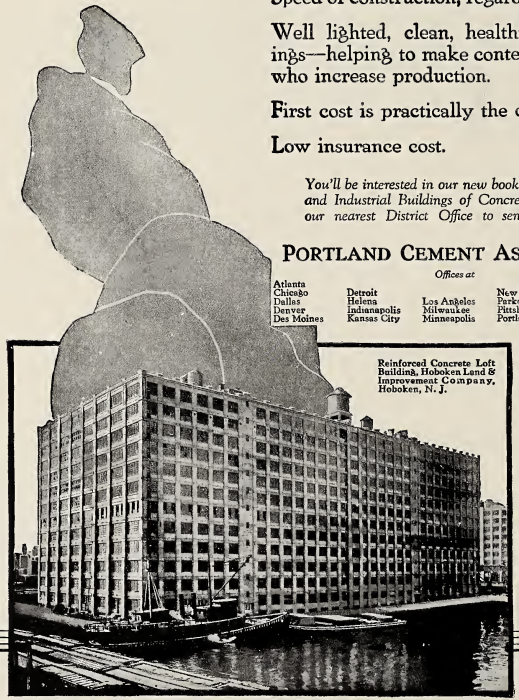
Speed of construction, regardless of season.

Well lighted, clean, healthful surroundings—helping to make contented workers, who increase production.

First cost is practically the only cost.

Low insurance cost.

You'll be interested in our new booklet "Mercantile and Industrial Buildings of Concrete." Just ask our nearest District Office to send you a copy.



Reinforced Concrete Loft Building, Hoboken Land & Improvement Company, Hoboken, N. J.

PORTLAND CEMENT ASSOCIATION

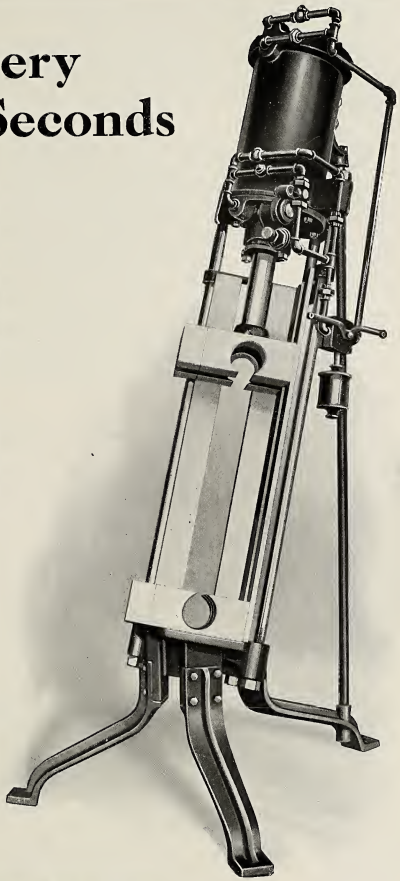
Offices at

Atlanta, Chicago, Dallas, Denver, Des Moines, Detroit, Helena, Indianapolis, Kansas City, Los Angeles, Milwaukee, Minneapolis, New York, Parkersburg, Pittsburgh, Portland, Ore., Salt Lake City, San Francisco, Seattle, St. Louis, Washington

A Bundle Every Ninety Seconds

One workman, with the machine illustrated, can bundle the output of eight or even ten folding machines. Such performance this machine will give day after day with an astonishing and gratifying regularity. No pulleys, no belts, no gears—absolutely nothing to get out of order. Folders, catalogues, books, signatures are quickly and uniformly compressed into compact and handy bundles.

For complete information write for our folder, "High Pressure Bundling Machines."



A FEW USERS

Sears-Roebuck & Company
Chicago, Illinois

R. R. Donnelley & Sons Co.
Chicago, Illinois

W. F. Hall Printing Company
Chicago, Illinois

Woodward & Tiernan Printing Co.
Saint Louis, Missouri

Houghton Mifflin Company
Cambridge, Massachusetts

International Text Book Company
Scranton, Pennsylvania

Special Sizes Built to Order.

BERRY MACHINE CO.

317 North Third Street, ST. LOUIS, MO.

We Ask You to Consider Your

SINS

of Omission & Commission

Against Your

ELECTROTYPER

Clean the INK out of Type and Half-tones

Send the electrotyper cleaner forms, especially forms with half-tones. Printing ink is all right in its proper place, but its proper place is not in the bowls of letters or between the dots of a half-tone plate.

Transferring printing ink from the top of a half-tone dot or from the printing face of type to paper is profitable work. Wiping printing ink from the face of type and the tops of half-tones into the interstices and depressions is unprofitable work for both the printer and the electrotyper.

Freshly laid ink is easily cleaned from forms and originals. Ink dried into the bottom parts of type faces and half-tones is almost impossible to remove. It not only takes time and a strong solvent, but it is destructive to the face of the type and especially to the fine dots of a half-tone. Many an electrotype from a perfectly etched half-tone has printed shallow on the press because the "boy" didn't know the difference between wiping the ink off the half-tone and cleaning out the ink from the half-tone.

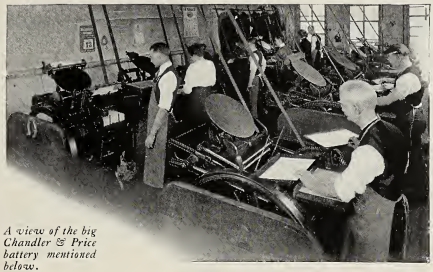
Often a proof is taken from a half-tone three, four or even more times a day—or more apart—before sending to the electrotyper. If the half-tone is not carefully cleaned a film of ink is left at the bottom of the printing surface. Multiply this several times and allow it to dry hard between proofs, and the printing depth is reduced ½ to 1 one-thousandths. If the printing depth is reduced, the moulding depth is also reduced.

If the electrotyper cleans out the dried in ink, it takes from five to thirty minutes of the moulder's time. The electrotyper pays a moulder as much or a little more than the printer pays a pressman. The moulder operates a press costing from $2,500.00 to $6,000.00 according to size. It is not hard to figure out the cent value of the moulder's minutes. And the electrotyper knows as well as the printer that it is the part of the printer to clean his forms and originals before sending them to the foundry.

So much for printing ink where it does not belong. Help yourself and your electrotyper by keeping it in its place.

INTERNATIONAL ASSOCIATION *of* ELECTROTYPERS

This space contributed by Lead Mould Electrotype Foundry, Inc., New York City



A view of the big Chandler & Price battery mentioned below.

The Ryan & Hart Company

CHICAGO

TWENTY-SEVEN years ago this firm began business with two Chandler & Price Gordons. Their first job was a payroll check for the Lake Street "L."

Today this same firm have an extensive battery of Chandler & Price's. Today their Gordon presswork is varied and makes up a very remunerative part of their big business.

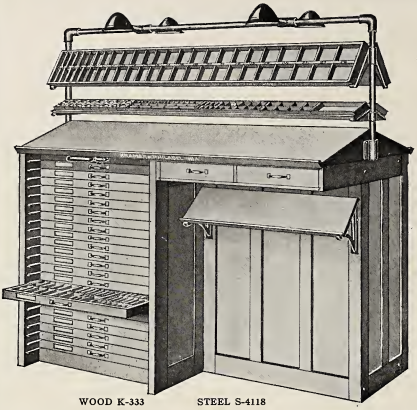
The money made on their first two presses, the quality and speed of work they did over a long period of years, was primarily responsible for the gradual growth up to the present number of Chandler & Price presses.

Write for booklet "The Profit in Printing"

Chandler & Price Presses

The Chandler & Price Co., Cleveland. Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage



WOOD K-333 STEEL S-4118

More than 2,000 designs in Printers' Furniture

Write for particulars

K-333 This Cabinet is arranged for two compositors. Both sides are alike. Especially desirable for work requiring a large amount of leads, slugs, brass rule and like material. Top equipment adjustable for height. Contains 44 extra depth California Job cases with label holders. Projecting fronts, four copy drawers, two galley shelves, double depth lead and slug case for lengths 4 to 28 ems, and auxiliary boxes. Electrical equipment includes six sets of fixtures. Floor space 72 x 34¾ inches. Made in wood and steel.

We have in stock complete cabinets in either wood or steel. Immediate delivery.

KRAMER STORAGE IMPOSING TABLE

IN STEEL—CAPACITY 392 STEEL GALLEYS—IN WOOD

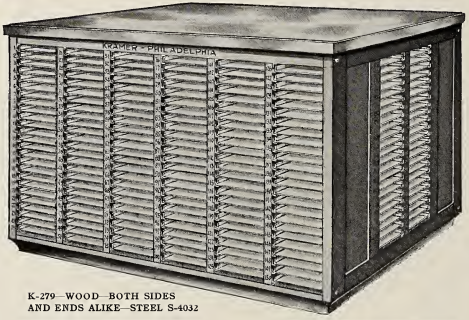
Semi-steel top, 51 x 65 inches x 1¾ inches thick, ½ inch rabbet at sides and ends, height 39 inches. Frame contains angle steel runs to accommodate 392 pressed steel galleys, 8¾ x 13 inches inside, metal number plates, concave toe base. Both sides and ends alike. Made in red oak, durable as iron or all steel. Finished in dark olive green gloss enamel or antique oak.

STEEL GALLEYS

We have in stock for prompt shipment Pressed Steel Galleys and Non-Rusting Steel Galleys in the following sizes:

3½″ x 23½″	8¾″ x 13″
6¼″ x 23½″	10″ x 16″
8½″ x 23½″	12″ x 18″

Other sizes made to order promptly.



K-279—WOOD—BOTH SIDES AND ENDS ALIKE—STEEL S-4032

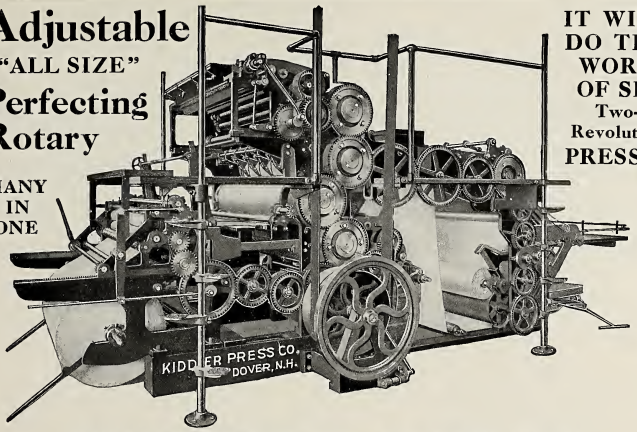
KRAMER WOODWORKING CO.

FOURTH AND LEHIGH AVENUE CONTINUOUSLY SINCE 1797 **PHILADELPHIA, PENNSYLVANIA**

Adjustable "ALL SIZE" Perfecting Rotary

MANY IN ONE

IT WILL DO THE WORK OF SIX Two-Revolution PRESSES

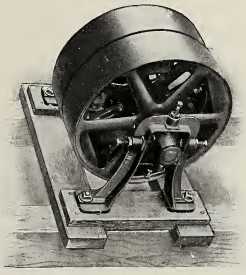


KIDDER PRESS CO., DOVER, N. H.

NEW YORK, 261 Broadway

445 King St. West, TORONTO, CANADA

HORTON (FOUR-IN-ONE) Variable Speed Pulleys



Counter-Shaft Type Horton 4-In-One Variable Speed Pulley, adaptable to a wide variety of machines.

Has turned many an ill-paying printing plant into a leading and profit-getting establishment.

Meets every exacting requirement of the printer, long identified as

The Pulley With the Pull That Pays

Chosen as standard equipment by several of the largest job press manufacturers.

Always Ready to Create Efficiency

Write for new catalogue.

HORTON MANUFACTURING COMPANY

3008-3018 University Ave., S. E., Minneapolis, Minn.

Foldwell



"This Folder Will Talk Right Up to Our Prospects"

"It has plenty of punch in it now—but what is really important, it will still have punch when it reaches our prospects. That's the beauty of Foldwell. We can depend on it to carry our messages clean and whole to the ends of the earth."

Foldwell is the only coated paper that is capable of such performance. The best engravings and drawings that money can buy print without any loss of value on Foldwell. But more than this, Foldwell *always preserves* the impressiveness created by good drawings and engravings. Folding or rough handling does not mar Foldwell. Its strong fibers and rag base insure it against cracking even when *folded against the grain.*

The effectiveness of any direct advertising can be measurably developed by using Foldwell. Our booklet, "Paper as a Factor in Modern Merchandising," explains. We will send it gladly.

Foldwell Coated Papers are made in Book, Cover and Writing.

Chicago Paper Company, Manufacturers

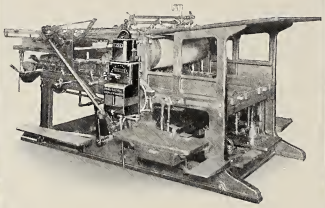
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to be ready for the Fall Rush



Give Maximum Output
with Minimum Power Cost and
a Low Labor Factor

Output is increased and labor cost percent decreased, because the flexible *speed control* of Kimble-driven presses enables the feeder to *suit the speed to the job;* his tendency being to run every job as *fast* as it will stand, without spoilage or use of the throw-off.

Power cost per thousand impressions is greatly reduced by the fact that Kimble Variable Speed Motors have the unique characteristic of consuming current almost in proportion to speed of operation.

This means that if the average run for any period is 65% of the maximum speed you have saved 25% of your power bill.

Kimble Job Press Motors

Kimble Cylinder Press Motors

Kimble Motors for Monotypes, Stitchers, Folders, Cutters and other Print Shop Equipment

(For Alternating KIMBLE MOTORS Current Only)

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KIMBLE ELECTRIC CO.

635 North Western Avenue
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The Ellis

"New Method" Embo$$ing

Costs you less than a second color
Gives you original chic effects
Saves you time – $3.00 per hour
Brings you business without "cutting"

The Secretary, U. T. A.
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"A clever embossing method."

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"For simplicity and effectiveness, it is the best thing we have ever seen."

The Diggon Printing Co.
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"It is a gilt-edged proposition . . . would not take $500.00 for our licence."

The Ellis "New Method" Embo$$ing Co.

140 W. 38, New York

Central Bldg., Seattle U. S. A.

9 James St., N. Hamilton, Ont. Canada

Price $150 cash
or on terms if needed

Get your order in early

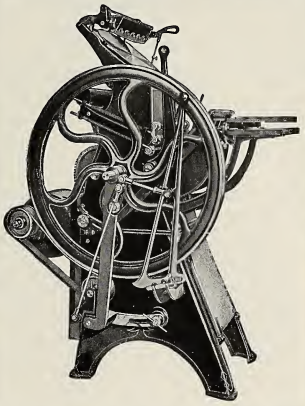
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Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation.—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability.—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength.—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless.—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost.—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE

AMERICAN TYPE FOUNDERS CO.

Also Type Foundries and Dealers Generally

Make Your Equipment Complete

By the Installation of a

Nelson Punching Machine



The purchase of a Punching Machine is based, primarily, on its ability to render service at least cost per unit as well as per year. The Nelson Press has no subsequent heavy expense for broken dies, parts, and equipment attendant upon a cheap machine with low initial cost.

Nelson Dies are different both in their construction and performance. The punching members, after all, are the foundation of every punching equipment and the index to its earning capacity. Every Nelson die is built to the highest mechanical standard and warranted under an iron-clad Nelson guarantee which eliminates breakage, replacements, or inaccuracy of any kind.

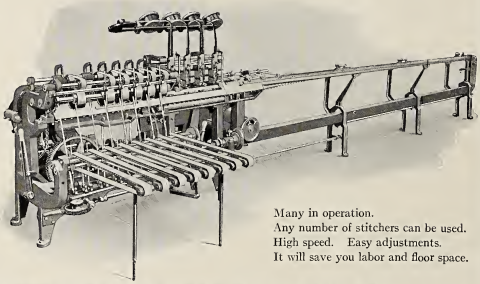
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C. R. & W. A. NELSON

190 North State Street, Chicago, Ill.

CHRISTENSEN'S *Latest Type* Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY

RACINE, WISCONSIN

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A Mark to be Noticed

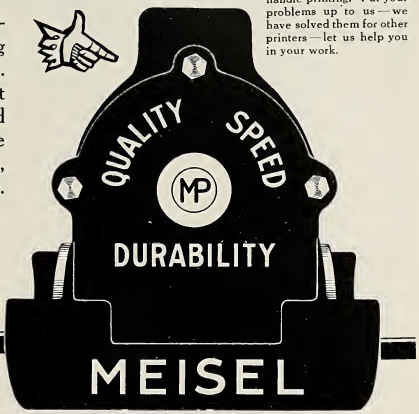
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Write today for details.

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MEISEL PRESSES are designed to take care of the unusual, hard-to-handle printing. Put your problems up to us—we have solved them for other printers—let us help you in your work.



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THE LATHAM WAY

COMPLETE PLATE MOUNTING System for Book, Catalogue and Color Printing



SIMPLICITY and DURABILITY — Three-Piece Register Hook

Hold Perfect Register
These hooks do not slip



JUMBO HOOK, 8x8 ems, for heavy or large plates. Has 8 em long jaw. Is high enough to prevent plates from digging into hooks.



8x8-em HOOK
No springs or gears. Rigid and interchangeable to accommodate the smallest margins. Has 6 ems travel and cannot work loose.
Result: Perfect Register.

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These machines are sold under our positive guarantee against imperfections in the material and workmanship. That they will line up strike sheets accurately and in less time than they can be lined up by hand.

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A Better Way

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TOPEKA, KAN.

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EASILY ADJUSTED
PRACTICAL FOR LIGHT AND HEAVY WORK
THE BIGGEST MONEY-MAKER OF ANY STITCHER IN A PLANT

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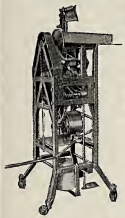
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The Final Base is not a new thing; printers have bought it in the past, it has stood the test of time and they order, and order more until that department of the Wesel Factory has been developed into a fixed, continuous manufacturing unit.

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In many plants **The Wesel Final Bases and Hooks** have become standard equipment for presses already in use as well as for new installations. Send for descriptive booklet.

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Machinery and Supplies for Printers, Photo-Engravers, Electrotypers, Stereotypers. Special Machinery Built to Plans and Specifications.

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The Inland Printer

Vol. 65, No. 3 June, 1920

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, Editor

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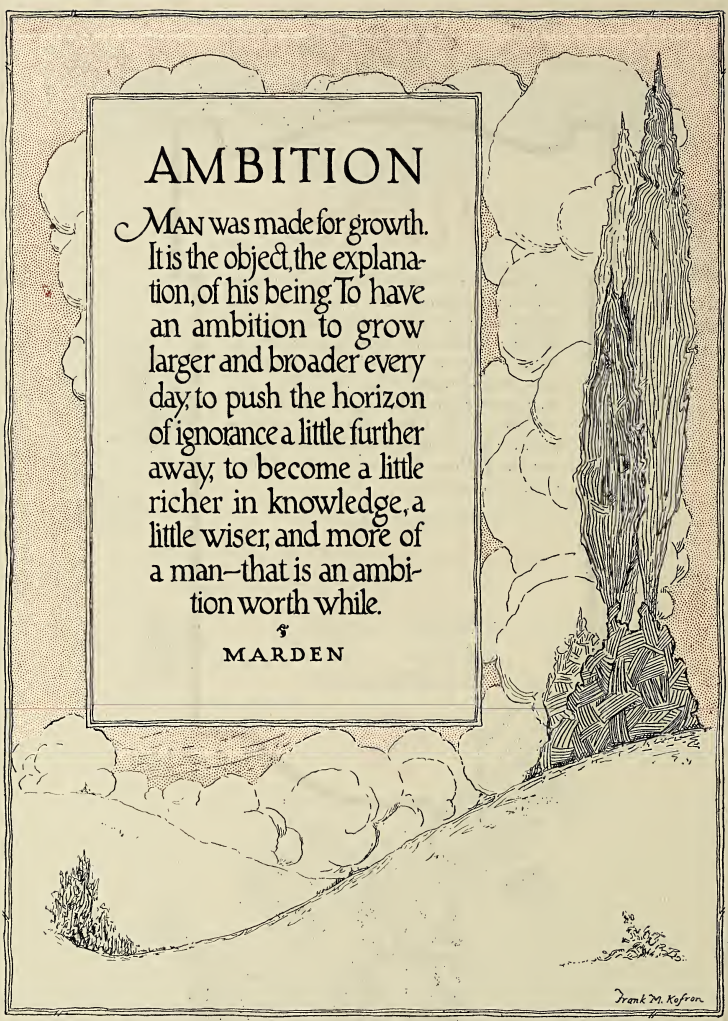
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June
The season of Roses will prove a thorny one for the printer who is trying to produce clean-cut presswork with unseasonable Rollers. While there appears to be no connection between a Rose and a Roller, a good printed reproduction of the beauty of the former depends largely on the working qualities of the latter. Do not wait until hot weather is actually here before ordering Summer Rollers. To be serviceable, Rollers must be seasonable.
Order a supply of "Fibrous" from any of the addresses below.
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ROLLER MAKERS
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Baltimore
131 Colvin Street
Allied with BINGHAM & RUNGE CO., Inc.
Cleveland, E. 12th St. and Power Ave.
ESTABLISHED 1849


AMBITION
MAN was made for growth. It is the object, the explanation, of his being To have an ambition to grow larger and broader every day, to push the horizon of ignorance a little further away, to become a little richer in knowledge, a little wiser, and more of a man—that is an ambition worth while.
MARDEN
Frank M. Kofron

The Inland Printer

LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 65 JUNE, 1920 NUMBER 3

THE BEGINNING OF BOOKS

BY JOSEPH DEVLIN, M.A.

NOWADAYS books are so common and we get them in such multiplicity that few pause to think or inquire how the art of making them originated. Millions of books are turned out annually, so that they have become almost "as numerous as the leaves of the trees or the particles of sand on the seashore." Yet there was a time when the world knew not books, away in the early morning of the human race when man communicated his thoughts and desires and emotions to his fellow man by oral and physical expression alone. The next step in intercommunication was taken by means of signs and rude drawings on stone and clay and wood and leaves to convey the ideas of one to another. These markings or drawings, well exemplified in the Egyptian hieroglyphics, constitute the beginning of *Writing* — the parent of Books.

The rough, inartistic drawings gradually developed as the ages passed along, until today we have the evolution in the beautiful letterpress of the books to be found in our great public libraries, in private collections and on the tables of all, both rich and poor, who love the beautiful.

It is a far cry indeed from the unsymmetrical, disproportioned drawings which the cavemen and the men of the stone age made with pointed flints on the rough, uneven walls of their structures, representing, in their crude way, humans, beasts, birds, plants and places, to the magnificent gilt edged tomes and volumes de luxe which lie upon our library tables today, yet the rough, inartistic drawings were the precursors of the printing press and the linotype.

It goes without saying that the earliest "books" were clumsy, being composed of rocks, brick, wood, bark, and similar materials. We are apt to smile at the term—"a library of bricks," yet such there were, and many of them, in the beginning. Numbers of the bricks have been preserved.

In Babylonia and Assyria, pictures and arbitrary signs were stamped upon soft clay which was afterwards baked into bricks. In excavating at these places scarcely a kiln-burnt brick has been unearthed without an inscription. The bricks were of many shapes — square, oblong, conical, cylindrical, and some were circular. Some were only an inch long by half an inch wide, while some were almost a foot in length and nine inches in width — regular brick tablets.

The characters impressed on the bricks were mostly cuneiform, that is, wedge shaped, and in many cases deeply indented, so that the indentations have kept well defined throughout the ages; in other cases the markings were so shallow that they can be determined only by microscopic inspection.

All the cities of Assyria and Babylonia had clay or brick libraries. Many of the treasured tablets can be viewed today in the British Museum. A few have been brought to the Art Museum in New York, where they attract the attention of those interested in the early efforts of the race.

In Egypt, while brick inscriptions were numerous, stone and wood were more often used. Many old wooden stamps have been unearthed in tombs at Meroe, Thebes and elsewhere. The characters on these were cut intaglio, therefore the impressions taken from them appear in relief.

It seems that the Greeks and the Romans had a knowledge of metal engraving. Tablets of soft metal

were used for inscriptions, and the characters were impressed upon them with a stylus. Hesiod's "Works and Ways" was written on leaden tablets.

The bark of trees also was found in early times to be well adapted for taking impressions, and was much used.

Next it was discovered that the stalks of the papyrus could be made into sheets and utilized for the same purpose. On account of their undecaying qualities, these were admirably adapted to the preserving of important records. In writing on the papyrus the ancients used an ink made of soot thickened with gum, to which was added an acid to make it bite below the surface. Very old manuscripts are still found preserved on papyrus. In the Memphis Museum may be seen a sheet of papyrus giving an account of leprosy four thousand years before the birth of Christ. Some authorities will have it that the chief documents of the Old Testament were written on Egyptian papyrus rolls, but this is disputed by others who claim that they were first inscribed on clay tablets. It is known that papyrus was used by the Egyptians, Greeks and Romans down to the sixth century of our era.

The leaves of trees also were used by the Greeks and Romans, but these had to be coated with wax to take impressions. Skins of animals were also used at an early date for writing material. Parchment, the skin of the sheep, it was found was specially adapted for the purpose. The first legal documents were written on parchment, a custom which is still preserved.

When bound together, the old wax covered leaves used by the Greeks or Romans constituted the germ or nucleus from which the present book form has been evolved.

Paper, the indispensable factor in modern printing and bookmaking, was unknown to European nations before the eighth century and was not manufactured in Western lands until well along in the twelfth century. However, China, claimed by many as the oldest civilization on earth, knew the secret of papermaking in the first century of our time, probably much earlier. From the Chinese the Hindus, Persians and Arabs learned the art, and these in turn, through trade, made it known to the Greeks, from whom the other nations learned it. Though the Greeks were the first in Europe to become acquainted with its composition and manufacture, it was in Spain that the first real paper mills were set up by the Moors. Factories were established by them at Valencia and Toledo in 1154. The materials used were much the same as in our own time—rags, grass, jute, bark. Wood pulp as a principal ingredient is of modern discovery. Paper, however, does not come into consideration in the art of bookmaking until the discovery of printing.

It is not known when writing was first systematized into a distinct arrangement of signs from which a common alphabet originated.

Cadmus, a Phenician, generally gets credit for introducing the alphabet into Europe. Byron, in his Ode to Greece, says:

> Ye have the letters Cadmus gave,
> Think ye he meant them for a slave?

Leaving aside the Israelitish writings, the Babylonian and Assyrian inscriptions and the Egyptian papyrus records, it is to Greece and Rome we are indebted for our literature and, consequently, for our books. Greece had a literature extending from the far Homeric Age, and when she was conquered by Rome the Latins took advantage of the knowledge of the conquered and built up a noble literature. Alas, much of it was destroyed, but we should be thankful that any at all came down to us.

The works of the great Greek writers and Roman authors were well written on papyrus rolls generally, though wax coated platens were also used. These rolls and platens could be obtained only by the wealthy, hence their circulation was limited. But if a master had a *librarius*, or writing slave, he set him to copying the writings of favorite authors, and in this manner private libraries were collected. The first public library in Rome was established in the year 39 B. C.

Papyrus rolls or books then became quite common; this material was used as a means of preserving manuscripts down to the sixth century, when vellum and parchment came much into vogue.

Rome in time had splendid libraries, but the barbarians destroyed nearly all when the Eternal City was sacked. Fortunately, however, numbers of manuscripts were rescued from the general destruction and brought to Byzantium (Constantinople) and Alexandria, where the world's greatest library had been established.

After the introduction of Christianity, Christian scribes preserved the Holy Scriptures and also the writings of the early Fathers of the Church; priceless manuscripts were kept with jealous care in all the monasteries, and these included not only sacred but secular literature; thus it is that we have today many of the works of the great classical authors. The oldest copy of the New Testament, the Codex Sinaiticus, now in the Museum of Petrograd, was discovered by Tischendorf among a heap of rubbish in a monastery at the foot of Mt. Sinai.

In the old days the authors of books made no money from their works as at present — all they gained was fame. There was no such thing as "Copyright." The booksellers, however, flourished at the expense of the authors. These dealers, and there were many of them, employed slave copyists and sold the copies thus transcribed to those who were willing and able to buy, or they lent the copies for a certain sum to those who wanted to read them but could not afford to purchase them outright.

The copying of manuscripts was in time taken from the slaves, and it became a trade in itself which continued down to the introduction of printing.

Many of the old manuscript books were very elaborate and exhibited an art which is the envy and admiration of modern time. Undoubtedly, the best examples extant are to be found in Ireland. Celtic pencraft and drawings were unrivaled. The old Irish books generally treat of the Psalters and Gospels. The most famous is the Book of Kells, preserved in the Library of Trinity College, Dublin, and bibliophiles from all parts of the world make pilgrimages to Ireland for the express purpose of viewing this wonderful tome. The writer of this article has seen it often, and can truthfully say that its ornamentation, scrolls, initials, calligraphy and general make up far excel any other work of art he has looked upon in any other country. It was written in the seventh century, and expresses the very acme of Celtic art at a time when Ireland was famed for her artistic productions. The material is vellum, and the leaves measure 13¼ by 9½ inches. The illustrations depict incidents in the life of Christ, and there are also magnificent portraits of the four Evangelists. All the colors of the spectrum seem to have been used in the production — gold, green, red, blue, yellow, ocher, lake, indigo, pink, gray, and in such blending and arrangement that the eye is bewildered to look upon them. The banding and interlacing of characters are of the most complicated design, and defy modern ingenuity to reproduce them. All the designs are made with such geometrical precision as to excite the emulation and wonder of modern art. No book in the world attracts such interest, and none has ever been produced to equal it, much less to surpass it. There are many other famous old Irish books, but the Book of Kells is alone and unrivaled.

SOLVING THE LABOR PROBLEM IN THE PRINTING INDUSTRY

BY ROBERT F. SALADÉ

THIS is the Mechanical Age. Great subway systems are being constructed in many cities with the aid of steam shovels and power concrete mixers. Mammoth steel vessels are being built, and towering office buildings are being erected with the help of electric riveters. The trolley has taken the place of the old horse car. The coal cart has been pushed aside by the motor truck. Airplanes carry passengers, mail and freight to all sections of the country. The modern farmer works with the power tractor and with other mechanical wonders. The modern housewife cleans carpets, rugs and furniture with an electric vacuum cleaner while an electric washing machine is doing the clothes washing. In large hotels and restaurants electric dish washing devices are in service. Automatic machines are being used for wrapping packages, candy and paper boxes. Newspapers and magazines are being produced with the help of typesetting machines and automatic printing presses.

Only a few of the well known time and labor saving machines have been mentioned, and it is not necessary to name others for the purpose of proving that "hod carrying" methods of the past will not do for American industries of today. It is true, of course, that a great deal of construction work must still be done by muscular strength, and hand picks and shovels will always be essential to some extent, but the time has come when nearly all hard work must be performed with steam or electric power, owing to the shortage of both skilled and unskilled labor in all fields.

"Each generation shall grow weaker and wiser."

In the way of labor saving machinery, no industry of the United States has marked greater progress, during the last few decades, than the printing industry. The linecasting machines, the typesetting machines and the rotary newspaper presses are now known among the modern mechanical wonders of the world. Among the more recent inventions are automatic feeders for cylinder and platen presses, automatic job presses, the three-knife book trimming machine, and a machine which automatically feeds, folds, wire stitches, cuts and trims booklets and small-sized catalogues.

With skilled labor in the printing industry becoming more scarce every day, and with the wages of labor soaring higher and higher, it behooves the master printer to investigate all of the automatic machinery which is now on the market. A machine which is found to be particularly adapted to the class of work being handled in the plant will certainly help in solving the labor problem. High-speed machines of the right kind can be made to reduce costs materially by increasing production.

It is true that all of the so called automatic machines require highly paid craftsmen to keep them successfully in operation, but despite this fact a good machine, like a platen press feeder for example, is a time and

money saver for the employing printer. In a shop where there are long runs of commercial printing, such as factory forms, loose leaf forms, business stationery, process letters, circulars, folders, etc., a trained platen pressman is capable of keeping three 12 by 18 feeders continually busy. This means that a pressman with the aid of three automatics can do the work of three human feeders.

This article is not written for the purpose of advertising certain machines. It is the writer's intention to mention some of the best labor saving devices (THE INLAND PRINTER staff will gladly furnish the names of any of the machines or devices referred to) so as to suggest the ways and means of solving the labor problem which now confronts the printing trade. It is a very serious problem, indeed, and something must be done to master it. Efficient business supervision was never more needed than at the present time.

The American employing printers, as a class, have been making a mistake in not training apprentices in their own plants, and this is one reason why journeymen printers are so scarce today.

The most important thing to do is to attract hundreds of bright apprentice boys to the printing industry. This can be accomplished by the employing printers offering the boys substantial pay, first-class shop conditions, the eight hour day, and a guaranty to teach the boys the printing trade. And, to hold the boys in the industry, frequent advances must be made in their wages. The future of the American printing business rests in the hands of our schoolboys, and unless we offer them real opportunities to learn the business, American printerdom will be only a matter of history within the next century.

Paying an apprentice boy three or four dollars a week, and having him run errands or sweep floors, instead of teaching him composition or presswork, will eliminate him from the printing industry quicker than any other process. Thousands of desirable youths have been lost to the printing industry through this narrow minded policy, and we might as well face the truth. Who may blame a boy for leaving a "sweep up" job to take a position in another field where there is an opportunity for him to learn a profitable trade?

In addition to attracting a new army of apprentice boys, the master printers in general must apply deeper thought than ever before to the question of shop efficiency. The workrooms of the plant should be so well equipped that non-productive time may be reduced to the minimum. No craftsman should be forced to lose valuable time in waiting or searching for material. The hand composing department, for instance, should contain an abundance of type, spaces, quads, leads, slugs, metal furniture, etc., and everything should be so arranged as to make it possible for the compositors to work steadily without wasting steps.

Empty lead, slug and furniture racks, depleted rule cases and bare type cases are a much greater source of expense for the employing printer than high wages. Every intelligent printer knows this to be true, and yet it is not hard for one to find composing rooms which are simply hungry for the proper material. How can the owners of such plants expect to earn money on their investment?

In the composing departments of several large printing and publishing plants every compositor works in his own alley, and the alley is completely equipped with certain faces of display type, rule cases, lead and slug racks, metal furniture racks, etc., so that it is not necessary for the compositor to leave his alley for any material except type series which are not located there. It costs a large sum of money to equip a dozen or more alleys in the manner described, but it is an investment that pays big dividends. Take any one of these large plants and in place of the completely equipped alleys arrange "family" lead, slug and metal furniture racks at the end of the room. What would be the result? Several additional compositors would be needed to handle the work of the department.

Some of the larger printing and publishing concerns are now using their linecasting machines on both job and display advertising composition with success, and it seems strange that these machines are not in more general service in the job printing offices of the country. A multiple magazine machine equipped with several sizes of matrix faces is a small but complete composing room in itself. The trained operator can produce all kinds of job and advertising matter on one of these machines in addition to straight matter, and there is never the annoyance of "running out of sorts."

The labor problem in many a composing room could probably be solved with the installation of a first-class composing machine, and this does not mean that any one would be thrown out of employment with the coming of the machine, as it would create plenty of make up work for the hand compositors, but it does mean that extra men would not be needed in the plant. In other words, a good-sized composing room may be in need of several additional compositors who are not to be had, owing to the present shortage of men. With the installation of a job composing machine, the necessity for the additional compositors (with the exception of the machine operator) is removed.

For a long period a well known printing company had been experiencing difficulty in securing help for its bindery department. The equipment of the bindery includes four folding machines, and there is usually enough book and magazine work in the plant to keep the four folding machines continually in operation. Finally, the company had automatic feeders placed on the battery of folders, and now practically all of the work is handled by a bindery man and one assistant.

The wire stitcher is a wonderful labor saving machine, and machines are built which are particularly adapted to binderies where large editions of pamphlets, catalogues, booklets, magazines and trade journals are saddle stitched. These machines, which can be furnished in various sizes to suit the requirements of each plant, are capable of producing a tremendous amount of work at very high speed. The opened magazines, booklets, etc., are thrown across the long steel conveyer, and they are then carried along to be automatically saddle stitched.

The old method of trimming the edges of booklets, catalogues, books, magazines, etc., was to place piles of the publications under the knife of an ordinary paper cutter, trimming one edge at a time. The new way of trimming the edges of publications is with a three-knife cutting machine which trims three edges of a pile of books with a single operation. In several large plants special conveying systems have been built, leading to and from the cutting machines, and not far away from each machine are tables which connect with the conveyers. Piles of the publications which are to be trimmed are jogged and placed on the conveyer leading to the cutting machine, and as the piles of work are trimmed they are placed on the conveyer leading from the machine to another table. Here the work is quickly wrapped and packed for shipment.

Many catalogues, house-organs, booklets, folders, broadsides and other forms of advertising literature are printed in two colors, and ordinarily each of the two colors is printed singly on platen or cylinder presses. Here is where the two-color cylinder press is a great time and labor saver, especially on exceedingly long runs of catalogues, printed in two colors, such as are published monthly for large concerns like the Victor Talking Machine Company. On the Victor catalogues, which run into millions of copies monthly, the printers are using two-color presses for this work as well as for other work of the same class.

Another large printing company is using two-color presses on long runs of four-color process printing, for example, one press printing the yellow and red forms, and the other machine printing the blue and black forms. The work consists of colored supplements for newspapers, printed from fine half-tone plates on white enameled paper; colored pictures for magazines; advertising posters, etc. We mention these details to give the reader an idea of the possibilities of the two-color press on process color printing. With the use of the new "dry" printing inks, a four-color process job may be handled on two presses with all four of the colors running at the same time.

The success of automatic job presses depends much upon the class of work on which they are to be operated, and before installing an automatic the printer should carefully study the advantages of all the self feeding machines now on the market. They are all good machines, but some are particularly adapted to certain kinds of printing, and it remains for the printer to study the merits of each machine so as to select the one best suited to the work of his plant.

One of the large manufacturers of gummed labels found through practical experience that a certain automatic press was "just the thing" for long runs of gummed labels. Now he is operating a battery of these presses. Several manufacturers of commercial stationery are using automatic job presses on long runs of office and factory forms, business stationery, time sheets, and other work of this character. The right machine in the proper place will help any printer in conducting a more profitable business.

In the great pressrooms of the Curtis Publishing Company, of Philadelphia, more than one hundred large-sized rotary presses are now in operation, many of them designed to print complete with one operation four-color inserts for the *Ladies' Home Journal*. These presses were built especially for the Curtis company, and they are claimed to be the best machines for close register color printing, for the reason that all four colors are printed almost simultaneously. On one of the rotaries are a large cylinder and four smaller cylinders, on which are placed the process color plates. As the blank sheet of paper is carried around by the large cylinder, the color plates on the four smaller cylinders print one after the other, and the four-color pictures are completed with one revolution of the press.

Attached to a large number of the regular rotary presses in the Curtis plant are more than one hundred wire stitching machines, so connected with the presses that copies of the *Saturday Evening Post* and the *Country Gentleman* are wire stitched as the printed and folded papers come from the machines. The reader can readily understand that this method of stitching is the means of saving time, labor and money.

IT'S dead easy to go down stream
but it takes a live one to go up
—*Herbert Fletcher*

HOW A YOUNG PRINTING SALESMAN CREATES BUSINESS

BY MURRAY E. CRAIN

THE best way to get business is not to solicit that which already exists, but to create new demand for printing. This may sound like a bromide, but a live printing salesman in Indianapolis is turning the axiom to account in a way that is bringing a big volume of business into the plant of the company he represents, and, of course, a good-sized commission check to himself. His method is simple enough too. He merely watches the newspapers and turns the contents thereof to advantage. He noted recently, for instance, that the laundries of Indianapolis were to adopt the five day plan of delivery. The new method was advertised in full page display in the daily papers, and some members of the printing craft might have concluded that this killed any chance for direct advertising. Our salesman, however, was not so easily turned off the scent. He made a brief study of the new plan, wrote some copy, and submitted it to the local association of laundry owners. He got the business by pointing out that the cost of distributing this one page leaflet was practically nil, since it could be inserted in the bundles of laundry as they were being made up for delivery. His leaflet merely tells simply the advantages of the plan to the public. Space was left at the bottom for the name of the individual laundry, and no less than one hundred thousand of the leaflets were printed. There was no competition on the work, and the plant which handled it had no difficulty in getting a fair price.

The laundrymen were so impressed by the initiative of the salesman that he stands in the way of getting a satisfactory volume of their regular printing business, including that of printing the paper cartons used by the laundries. But he isn't content with this prospect. He is getting up booklets to be distributed with the monthly bills of the laundry plants, as well as of other local business houses. This class of business alone opens a tremendous field, which, according to this salesman, is almost virgin. He argues that something is needed to take the sting out of the monthly statement, which, in itself, is a trifle too cold to arouse any enthusiasm.

"Bills have to be sent, of course," he says. "But why not include some other kind of a message in the envelope? It is a chance for advertising without any cost except for the printing."

The florists of the city are regarded as one of his most promising classes. He got out this message for the customers of one of the big retail floral establishments:

"The fact that this envelope contains a statement of services rendered means that you believe in 'saying it with flowers.' Why not arrange to remember the family anniversaries without any trouble to yourself? Advise us on the enclosed card of occasions which should bring an offering of flowers. We will notify you a day or two ahead of each, so that you can decide what sort of flowers should be sent."

Naturally, the salesman printed the card which was enclosed, and in addition, he suggested an office system for taking care of the answers which resulted. He is somewhat of a student of filing systems, and he showed the florist a tickler which would take care of his requirements in the most efficient way. There is no doubt that this salesman has the business of this florist nailed down so hard that no competitor will be able to even loosen it up.

"There is romance in every business," this pioneer is fond of saying. "The only trouble is that the average business man is so close to his field that he doesn't see the best way of telling the story. It is up to us direct advertising specialists to point out the way."

Insurance companies are liberal users of direct advertising, and are glad to get the benefit of outside advice. Most of the insurance men themselves are so filled with statistics that they fail to see the most advantageous method of telling their stories. For one local company, our selling friend got out a booklet which told the origin of life insurance in interesting fashion.

"Once upon a time," the story said, "a group of people decided they wanted insurance. They agreed that when any one in the local colony died, each survivor would contribute a certain amount to a fund for the family of the decedent. This was the beginning of the business in which this company and all others in the insurance business now specialize. You are fortunate in that you don't have to go out and see your neighbors and frame up an insurance agreement. All you have to do is to call Main 4000 and say, 'I'd like to see one of your specialists on insurance.'"

Speaking of the physical examination required, the booklet says: "If the lame and the blind and the halt didn't know what we were to do, we could insure every person passing along Washington street today, without

requiring a physical examination. We would be protected by the laws of averages. The same law says that you will live a certain number of years, if you are an average man — and the chances are that you are. You have a certain number of years to live, then. What is to become of your family at the end of this period?"

These are extracts from the history of a printing salesman who got out of the army about a year ago and didn't know much about any trade. He selected the printing business because it offered opportunities for initiative. He now controls more business than any other printing salesman in Indianapolis, in all probability. Yet he has retained his equilibrium and wears the same size hat he has always taken.

"Any one can do it," he says. "We must get away from the common conception of our business, that's all. We aren't printers, we're specialists in direct advertising. We must keep up with mechanical developments, of course. But we must also keep abreast of developments in the business world. We must help others develop business, and only in this way can we prosper. I think the Rotarian precept tells it better than any other I have ever heard: 'He profits best who serves most.' That may not be the exact wording, but it's the gist of the thing.

"If we will keep this motto in mind, we easily can double the volume of printing that is done in Indianapolis, or any other city for that matter, within the next twelve months.

"Please excuse me now. I've got an engagement with a young newspaper man who wants to start a trade paper here. I wonder how far the printer should go in helping publishers? It's a big question, isn't it?"

NEWSPAPER IDEALS

BY EDGAR WHITE

THE time has come when the country publisher can devote a little more thought to getting out a paper that will interest and entertain his readers. During the war there were demands upon his space and time that prevented his getting out just the sort of paper he wanted. He cheerfully sidetracked his personal ambitions to the urgency of his duty to the Government. With the favorable ending of the war, and the resultant business conditions that relieve him from worry over advertising and printing, the publisher finds himself with greater freedom to meet the confronting task that is ever uppermost in the mind of the real craftsman — the publication of the ideal newspaper.

He knows — all newspaper men know — the taste of the reading public has undergone a change in recent years. Light and trivial matter that would have been customary a while back will not do now. The visit of the banker or the saleswoman to an adjoining town is no longer news. To print it as news would make the paper look ridiculous, and the editor knows it. For one thing the automobile has eliminated such matters as news, if they ever could have been so considered.

The new order of things will be reached largely by elimination or shortening. The interminable obituary about the dear old pioneer will no longer have place on the first page, if it gets in anywhere. While I vigorously protest over every contribution of this nature, yet I'll wager that at some remote day a newspaper editor was responsible for the long "In Memoriam." In the early days of country newspapers the death of any one who had lived long and well was a matter of interest throughout the limited scope of the paper's circulation, but with the growing density of communities there can be no possible excuse for using up newspaper space in chronicling the life story of a man or woman practically unknown to the great majority of the readers. The printing of these long obituaries is a practice that ought to be stopped, and every enterprising editor has doubtless had considerable worry over the somewhat delicate matter. If there is a death in a family, some one gets the local preacher or "Aunt Kate" to write up the details of the life of the departed, with an endless number of dates, and then they send it to the editor with the generous offer to buy four or five copies of the paper, "if you want to charge for them."

On the ideal newspaper, people will be employed who write tersely and gracefully, and whose ability will be measured by their judgment in weighing items, rather than their ability to fill space.

The extensive circulation of city newspapers and handsomely printed magazines throughout the rural section has caused a demand for better service among country papers. The poorly printed paper with slipshod typography will no longer meet a friendly constituency. The people have become astute judges. They are not going to demand the impossible, but they will ask for the development of their country paper in harmony with the general improvement in publishing and in other callings. If newspaper owners have not considered this matter they will soon find a puzzling indifference among their subscribers.

As to the shape the improved paper will take to meet the demand, this will have to be answered by the individual publisher. My own experience was to load the paper up with advertising, using many business cuts and doing a little feature work on the title page. We got out two special editions last spring, mostly advertising, and specimen copies sent to THE INLAND PRINTER came in for justly merited criticism because of too much advertising for the amount of reading. While the advertisers seemed pleased with the editions, I didn't run across any overly enthusiastic subscribers. So I concluded the goal had not been reached, since it is the reader who really passes judgment on a paper, and in the end the paper must rise or fall on his decision, for without the subscriber the advertisers will never come knocking at your door.

The paper that interests its subscribers, that makes them reach eagerly for it, is the ideal newspaper, the paper that grows in circulation without contests or schemes. When people say they read such an article in their paper, and speak of it with animation, it makes others wish to take that paper to enjoy the same entertainment.

Since the days of the Arabian Nights, people have loved to read stories. Newspaper articles in story form always attract interest. People talk about them to each other, and relate them at social occasions. The knack is easily acquired, and is one of the most fascinating features of the craft. I remember reading some time ago a story in the *New York Sun* about two tiny children who, in crossing a busy street to buy some chewing gum, dropped their pennies in the cable slot, and in peering down to see where their money had gone, tied up traffic so it took a dozen policemen to straighten things out and get the children on "dry land." It was handled so well it made an amazingly interesting little tale. Incidents that can be worked into such a story are happening almost every day.

When Joe Doyle borrowed the money to buy the Shelby County (Mo.) *Herald* he built up the circulation from almost nothing to three thousand by this method: Whenever a farmer would come to town he would interview him and get something of interest about his plantation or stock or the condition of crops. In time nearly every farmer in the county visited the county seat, and they were pleased to see the little pieces in the paper about them — not the mere mention of their names, but quotations of their information or their opinions on subjects of county interest. That sort of matter made up the first page of the *Herald* every week, and was worth more to the paper than display advertising. For that vicinity the plan seemed to answer the big question facing all publishers.

Good exchange work does much to add to the attractiveness of a paper, when the selections are made from a good class of magazines and are not too long. Publishers should always keep in mind that people like humor, funny stories. You know how in the days of the round top we thought the clown was the whole show. Well, that same streak is in people yet, and they love smiles rather than tears in their home-town newspaper.

There seems to be a difference of opinion among country publishers as to the value of editorials. I heard one fellow say it wasn't any use for a country paper to print editorials, because if they were good the readers would believe they had stolen them, while if they were bad they would hurt the paper. Personally, I believe if some thought is given to their preparation the editorial page can be made very attractive. Sensible editorials give the paper individuality and standing, and add to the confidence in the general news. I don't see how a paper could exercise much influence without a good editorial department.

Our plan of improvement on the ten and twelve page editions includes a carefully edited page headed "Of Interest to Women," and a "Motor and Good Roads" page. While there's nothing novel and original about this classification, it gives opportunity for some typographical features, and the subjects appeal to a large circle of readers. We've tried out that feature with success.

At the time this is being written we have in preparation a story of "Macon County in the War," which will be written by a soldier who was "over there," and will run as a serial, with as many pictures as we can get. This will be featured, as we know it will be of direct personal interest in over two thousand homes.

In its criticism of our paper THE INLAND PRINTER referred to some advertising on the first page of the second section. It was the unanimous opinion of the force that the objection was well taken, and the rule was made that after present contracts expire there will be no more first page advertising at any price. Even before THE INLAND PRINTER'S recommendation the matter had been debated in our shop.

I do not claim that we will succeed in our purpose to print the ideal newspaper, but the exigencies of the situation are forcing us to take earnest steps in what we conceive to be that direction. The public knows exactly what it wants in a newspaper. It is a generous public to those who will make a genuine effort to deliver the goods, but it will likely be pretty severe with the publisher who does not trim his sails according to changed conditions. There are too many country papers meandering more or less placidly along on a circulation of 1,000 to 1,500, many of them in counties of from 25,000 to 40,000 people. When a county-seat newspaper's circulation is no larger than 1,500 in a county of, say, 30,000, there's something wrong with the paper or with the county, and a close study of the situation should be made to disclose the trouble.



THE HIGHLAND BAGPIPER

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EDITORIAL

Those of our readers who have followed the reviews and comments appearing in the Printer's Publicity department, which for some time past has been so ably conducted by Frank L. Martin, will be interested to learn that Mr. Martin is making a trip to the Orient, where for several months he will be engaged in special work for the American Express Company. We know that our readers will join us in congratulating Mr. Martin on this exceptional opportunity. We are glad to announce that during his absence the department will be in the hands of H. W. Smith, assistant professor of advertising in the School of Journalism, University of Missouri. Mr. Smith is well qualified to carry on this work, and we know that our readers will profit by a careful study of the material he furnishes for the department. It is the purpose of the Printer's Publicity section of The Inland Printer to give constructive reviews, and criticism when it is called for, together with suggestions that will enable printers to secure more effective results from their advertising matter. We shall be glad to have our readers place the department on their mailing lists so that copies of their advertising literature may be received and commented upon, thus passing on to the trade valuable suggestions that will be of benefit and that will help to place printers' advertising on a still higher plane.

It was a great inspiration to be at the meeting of the Franklin-Typothetæ of Chicago and witness the presentation of certificates to those who have finished the course in estimating conducted by the organization. The class started with 124 members. Of these, 90 completed the class work, and a large number took the final examinations and passed with credit. What does this mean to the industry? This is only one class out of a number conducted in various parts of the country under the supervision of the United Typothetæ of America. If the percentage of those finishing in the Chicago class is equaled in the others, it will mean that we will have a far greater number of competent estimators, there will be more uniformity in the making of estimates, and consequently far less difficulty caused by lack of knowledge regarding the subject. The industry is to be congratulated upon having an organization that is carrying on the educational work being done by the United Typothetæ. If this were the only feature of the work done by this great association of employing printers, the United Typothetæ of America would have justified its existence.

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"Cost accounting is industrial preparedness," said Maj. J. Lee Nicholson, the prominent authority on cost accounting, in a recent address. This is an angle of the subject that has not been emphasized or considered to any great extent in the past, and coming from such an eminent authority the statement carries additional weight. There is too great a tendency on the part of many to look upon cost accounting as merely a necessary evil, something that has to be carried on in the regular course of business, but to be chucked overboard when it seems inconvenient to keep it going. It is needless to say that this is a false view. No manufacturing concern, no matter what its size, can afford to be without or to neglect a system for finding the cost of production. Too much emphasis can not be placed upon this fact. We have always urged the need of careful attention to cost finding for the purpose of placing the correct selling price upon the product, and for keeping a close watch upon the condition of the business. Major Nicholson has thrown a new light on the value of accounting that should not be overlooked. The firm that is giving careful attention to maintaining a system of cost finding, and is keeping a close watch on the data furnished, is in a far better position to face the uncertainties of the future.

Keep the Wheels of Industry Moving Forward.

"Keep on driving ahead. Work. Produce. Now is no time for slackening industry." This, says *Chicago Commerce*, the organ of the Chicago Association of Commerce, is the way Chicago leaders sum up the program that they believe every American, employer and employee, should follow in the coming months. "Some uncertainty as to the immediate future seems to have entered the mind of the public, but there is no danger, it is declared, if the people will keep their heads cool and their bodies hot from labor. Stay on the job and do all you can, is the immediate task for the average man — and the average man is everybody."

Chicago Commerce then presents interviews with some of the most prominent leaders of business, among them one with John W. O'Leary, of the Chicago Trust Company, from which we quote:

> We have learned to really understand the meaning of morale during the past few years, as applied to warfare. Unfortunately, we have not quite accepted it as a necessity of a peace time program. Today our restlessness is partly due to the low morale existing. Because nerves are frayed, because there is more of leisure, because work is looked upon as something undesirable, because extravagance is rampant, production curbed, and strikes continue to disturb any

trend to more normal conditions, it is easy to say, with morale low, "What's the use?"

Of course that is just the state of mind desired by those who take joy in creating or continuing feverish and restless conditions. Real men will fight hardest when hardest pressed. There is no need of panic to effect return to sanity. There is no need for shut down of industry and unemployment to restore ourselves to a sound basis. In fact, such a program would invite grave results at a time when men's minds are filled with the poisons of unrestricted propaganda, of destruction, and of revolution, so freely introduced during the past few years.

The proof of our morale will be in an intensive effort to work harder to keep things going. Credits are restricted, but no wise and necessary business operation will be compelled to cease. Strikes in basic industry, and restricted production, with consequent apparent shortage of labor, make operation of all industry difficult and expensive, but determination and sacrifice will enable us to continue. . . . Of course, sacrifice must be universal. It can not be made to apply to part of the people only. Instead of constantly increasing wages in an effort to overtake the cost of living, we must halt the onward march of money wage and secure the balance through efficient production and consequent higher real wage. Instead of struggling to increase production by using more people to do less work, we must do more work with less people.

The morale of the nation and of the world is low. It will not be raised by a "don't care" attitude. It can be raised by encouragement and by the determination of all the people to think right, do right, and work right.

Frank B. White, managing director of the Agricultural Publishers' Association, another of the men interviewed, closed with the following statement:

. . . It is the individual effort that is going to count in these days. The getting while the getting is good will prove a boomerang, and some of us are already feeling the effects of it. It is time for us to quit talking about profiteers, big business and profits, and get down to fundamentals, put our feet on the ground and consider whence come our bread and butter.

In practically every business paper we read, in nearly every business conference we attend, we read or hear something about the need of increased production, especially of essentials. We have witnessed, and are still witnessing, an orgy of extravagance which has created an abnormal demand for products that are classed principally as luxuries. This has forced the use of vast amounts of labor and material for things that are primarily non-essentials — labor and material that should be used and are badly needed for necessities. Coupled with this, we are in probably the greatest period of labor unrest the country has experienced. It is but natural, therefore, that, as *Chicago Commerce* states, some uncertainty as to the future should have entered the mind of the public. Never was there a time that called for greater coolness and more calm deliberation, but that the country will wend its way safely through is a foregone conclusion.

It is to be regretted that we still have among us some who would try to bring us to the verge of disaster, and who continue their efforts to arouse unrest and dissatisfaction, and to create strife and distrust among the ranks of labor, and between employer and employee. Likewise, it is unfortunate that the policy of "do as little work as possible for the greatest amount of pay you can get" seems still to be preached in certain circles! That the situation should exist at this time, when as never before employers are doing all in their power to see that honest labor is given its proper reward, is beyond understanding. However, we continue to have sufficient faith in the honesty, common sense and good judgment of what we believe to be the majority in the ranks of labor to feel confident that the strenuous efforts of the agitators will come to naught in the long run, and that the situation will gradually work itself out for the good of all.

In the meantime we should not overlook the fact that honest labor brings its just reward today just as much as it ever did, and, again emphasizing the statement from *Chicago Commerce*, let us keep on driving ahead. Work. Produce. Stay on the job and do all we can.

Your Debt of Honor.

Now that Theodore Roosevelt is dead, more of us than ever are willing to acknowledge that he was a great man, even if we disagree with his political ideas. One of the best things that Roosevelt ever wrote is contained in the following sentence: "Every man owes some of his time to the upbuilding of the profession to which he belongs." This is a statement that does not admit of argument. It expresses a concrete truth that has been overlooked by many printers, to judge from the small number of them engaged in any movement for the uplifting of the craft. It refers equally to the employer and the employee, and it is to the almost total neglect of this axiom that we owe the present unsatisfactory condition of things in the printing business. There are no serious labor troubles, there are no indications of hard times and lack of orders, there is no falling off in prices, but there is an enormous amount of time wasted in the various departments that if utilized and sold would make every printer much richer.

We know that there is a peculiar fear among the workers of the trade that excess production might result in crowding some of them out of their jobs, and we know that there is a feeling among the proprietors of printing plants that all they have to do is to pass the cost along to the public and absorb the worry of unscientific shop conditions themselves.

Some years ago a fine old gentleman, now long since gone to his rest, enunciated this motto as the guide of his life: "I am endeavoring to so conduct myself in the trade which I have chosen that it will be a better trade because I have been connected with it." A noble inspiration, and one that he succeeded in achieving. He had the same idea as Roosevelt, and he was willing to pay the debt of honor which he knew he owed to his profession. Let us do likewise and deliberately look around us and search out some way in which to pay our debt of honor to our vocation. It may be in coöperation for the betterment of our fellow workers; it may be in the invention of improved methods; at first it may be merely doing our own work better and more efficiently; but if we are really in earnest the time will come when we shall feel that we are doing something for our profession. It will require some of our time and energy, but it is a debt that we are in honor bound to pay.— *Bernard Daniels.*

Collectanea Typographica

By HENRY LEWIS BULLEN

Why should not a favorite book be as proper an object of elegant ornamentation as the head of a cane, the hilt of a sword or the latchet of a shoe?
— Roscoe, 1791-1871.

* * * *

Books and Ships.

If the invention of the ship was thought so noble, which carrieth riches and commodities from place to place, and consociateth the most remote regions in participation of their fruits, how much more are letters to be magnified, which, as ships, pass through the vast seas of time, and make ages so distant participate of the wisdom, illuminations, and inventions, the one of the other.— *Sir Walter Raleigh.*

To our art is entrusted the sublime task of making the books.

* * * *

Magic of the Type Page.

HENCEFORWARD, man will forever find himself caught within the power of type. He can not escape from it. Its charm is upon him at home and abroad. It is omnipresent, ubiquitous. Here, it is ugly; there, beautiful. Here, large and compelling; there, small and infinitely neat. Here, it is built up, brick upon brick as it were, into Temples of lofty Thought; there, it spreads its black and terrible message in words of war and of rapine, of slaughter and endless misery, too unutterable to be shaped by the mere lips of man. Here, it is tied into pretty sentences, like the lavender bows that graced the early Victorian casket; there in blue and pink knots of lovers' verses, treasured in cream-covered editions de luxe. Again, perhaps, in some obscure corner of a city slum, it is forming its meaning, upon some weary, suffering brain, into a message of comfort amid a wide ocean of misery and affliction.

The ancient fable of a magic carpet that could transport its owner to far off regions within the space of a few moments might, by a simple mental process, be regarded as prophetic of the miraculous powers of the type page. Is there any carpet, mythical or otherwise, Occidental or Oriental, that can waft its possessor to distant spheres on the wings of the wind with more marvelous rapidity than that with which he can travel to any realm of thought by the aid of type? Curious, but true it is, nevertheless, that such magic can exist in a plane impression of a number of these leaden stamps.— *W. F. A. Warbis, in "The Falcon."*

* * * *

Mentality of Printers.

IF those who print appreciated the power and influence of printing at its full value, the printers would be the most influential group of men in America. Printing is powerful; Printing is influential; but these facts can never be fully appreciated by men who are ignorant of the history of what printing has done for mankind and for all the activities of mankind. It takes more than average ability to make a printing business successful. In this fact the general disrepute in which the body of printers is held is fully explained. A mental caliber that might be completely successful in shoe manufacturing would not necessarily be equal to the job of making a printing business successful.

* * * *

Uniform Prices in New York in 1795.

FOLLOWING is a verbatim copy of a broadside price list issued by the printers of New York city in 1795. Probably this is the earliest price agreement among printers in America. It is the earliest of which we have knowledge. The size of "demi" (demy) in book papers was 17½ by 22 inches. (Demy writing paper was 15½ by 20 inches.) In 1795 the colonial pound currency had not yet been displaced by the dollar currency. Those who would analyze these prices must remember that a pound in New York in colonial times was not the pound sterling of Great Britain. Its equivalent was only $2.50, while the British pound sterling was equal in value to about $5. A British shilling was 24 cents, while a New York shilling was only 12 cents. A "sheet" was bookwork printed on both sides, using two forms, whether folio, quarto, octavo or duodecimo. The prices included composition, makeup and presswork, but not paper. In studying this price list, it must not be forgotten that money in 1795 had a purchasing value four to five times greater than our dollar had in 1913.

NEW YORK, May 18, 1795.

The following are the Established Prices of

PRINTING,

Done at the respective OFFICES of the Subscribers:—

	£	s.	d.
For every sheet of common-work, on demi paper, printed on brevier, of which 1,000 copies are printed.....	0	6	0
For every sheet of ditto, on bourgeois, of which 1,000 copies are printed.....	0	6	0
For every sheet of long primer, or small pica, on demi paper, of which 1000 copies are printed	0	5	0
For every sheet of pica or english, of which 1000 copies are printed.....	0	4	0
For every additional thousand.....	0	1	0

If the work should be French, Latin, Rules, Figures, etc., an advanced price to be paid. (of one fifth at least.)

N.B. In the above cases, the person employing the printer to furnish paper.

For printing and furnishing a single pack of large cards	0	10	0
For every additional pack of large do..	0	6	0
For a single pack of small cards.....	0	8	0
For every addition small do.....	0	5	0
For 50 or 100 quarto handbills.....	0	10	0

For every additional hundred, five shillings, unless more than 1000 are printed, in which case a deduction of one fourth may be made.

For 100 folio handbills, 20 shillings, the printer furnishing paper.

For every additional hundred, one dollar, unless more than 500 are printed and then, as above, a deduction of one fourth may be made.

BLANKS OF ALL KINDS.

For any number, under five quires, 7 shillings per quire.

For every additional quire, not exceeding ten quires, 6 shillings per quire.

For every additional quire, after ten, 4 shillings per quire.

N.B. The person employing the printer, to furnish paper.

We do further agree, That if either of us shall do work at a less rate than is here established, we will forfeit the sum of twenty pounds, to be appropriated as a majority of shall think proper.

Tiebout and Obrien,	Arch. McLean,
Wayland and Davis,	Thomas Greenleaf,
Robertson and Gowan,	John Buel,
George Forman,	T. & J. Swords,
Hurtin and Commardinger,	George Bunce & Co.,
	John Harrisson.

Go, Little Book.

GO, little book, upon your mission. Sell the goods you aim to sell in order that the Dominant God Commerce always may be satisfied and that all men may get their just returns from labor, brains and honest money.

Go, little book, unto the people.

And, now that you have gone, I wonder why I made you. Often I have paused in all the work of making you and wondered *why* I worked. Often have I stopped to count the cost and calculate the possible reward. Often have I hesitated to go on. Then on I went, and on and on, but not for cash, for commerce or for glory from the world of men. I did it for the sake of making that which none might make so well as I.

I learned to love you, book of mine — every letter, every color, every illustration in your book anatomy.

Dear book of mine — you teach the gospel of the types. Every cap and every comma, every little thing that surely makes you just the book you surely are, surely tells me of the truest hope of pay, the sweetest hope of prayer: the fact of having made you by myself and, having done it, justly gave the right to say that you are good.

Surely, you are mine.

Always, you are mine, for I, yes, I made you.

Go, little book, printed in type I set; brightened by the colors I arranged to grace your velvet pages; sparkling with the wit I wrote into the story that you tell.

Go, little book, which all the people read and over which the people all exclaim. Go unto the people, but, before you go, remember, book, that you are mine, mine because I made you.

Within my mind I gave you birth. With my hands I wrought you into shape. With my eyes I watched your growth. In my heart I know that you are beautiful.—*Ralph Estep, printer-advertiser, killed at Sedan, France, November, 1918.*

* * * *

Inventor of the Apostrophe and Cedilla.

THAT great artist and learned printer, Geofroy Tory, in the sixteenth century invented the cedilla and the apostrophe. The first made the French easier to read, as before the cedilla went into use the letter c had two sounds in that language. The apostrophe was even more useful, indicating the elisions of a vowel which are so common in French pronunciation. In English the use of the apostrophe simplified writing. After the apostrophe came into use a phrase such as "John Jones, his book" became "John Jones' book."

How Franklin Wrote.

FINE old Ben was a prolific writer, America's first great author. Many of the manuscripts of his printed works have been preserved. From these we may see that he was a painstaking and patient reviser. The following paragraph is copied from a Franklin manuscript. The words within brackets were deleted by Franklin from the first draft of his copy, and the words in italics were substituted or added after the first draft. If we omit all the words that are in italics we read the copy as it was first written by Franklin. If we omit all the words that are in brackets we read the copy as it was finally printed:

In whatever Situation [a] Men can be plac'd, they [will] *may* find Conveniences and Inconveniencies: In whatever Company; they [will] *may* find Persons and Conversations more or less pleasing. At whatever Table, they [will find] *may meet with* Meats *and drinks* of better and worse Taste, [things] *Dishes* better and worse dress'd: In whatever Climate they will find good and bad Weather; Under whatever Government, they [will] *may* find good and bad Laws, and good and bad Administration of those Laws. *In every Poem or Work of Genius they may see Faults and Beauties:* In every Face they may discover [Beauties] *fine Features* and Defects, good and bad qualities. Under these Circumstances, the two Sorts of People [I have] *above* mention'd fix their Attention, those who are to be happy, on the [convenient] *Conveniences of* Things, the pleasant Parts of Conversation, the well-dress'd Dishes, the Goodness of the Wines, the [agreeable] *fine* Weather; [the] etc. etc. *and enjoy all with Cheerfulness.* Those who are to be unhappy, think *and speak* only of the contraries. Thence they are continually discontented themselves, and by their Remarks sour the Pleasures of Society, *offend* [disgust] *personally many people,* and make themselves [where] every where disagreeable. If this [different] Turn of Mind was founded in Nature, such unhappy [People] *Persons* would be the more to be pitied: But as th[at]e Disposition to criticise and be disgusted, is perhaps taken up originally by Imitation, and is unawares grown into a Habit; [and] which tho' at present *strong* may *nevertheless* be cured when those who have it are convinced of its bad effects on their [Happiness] *Felicity;* I hope [a] *this* little Admonition may be of Service to them,—and put them on changing a Habit, which tho' in the Exercise is [merely] *chiefly* an Act of Imagination yet it has serious Consequences in Life: [To] *as it* brings on real *Griefs and* Misfortunes.

* * * *

What is the good of unknown good? If you have a good thought, a good idea, a good ideal, a good thing to sell, ask a printer to spread the news. There is for the majority of mankind no surer avenue to success than that which runs through the establishment of a competent printer.

Where Ignorance Makes Lean Pocket-Books.

EVERY library is a shrine of the printers' art. Every achievement of the master minds of the world is effective only by means of the printers' art, for what is the good of unknown good. The works of Homer, Virgil, Shakespeare, Dante, Milton, Goethe, Pope, Scott, Balzac, Dickens, Poe and thousands of other kings of the mental world are ours today solely by means of the printers' art.

One book in the hands of Columbus discovered the Western World. One pamphlet in the hands of Franklin discovered electrical science. Four books read and re-read by the youthful Lincoln made him the grandest of Americans. One short article by Garrison made Wendell Phillips the most effective foe of slavery in America. All light and all leading have their source in books perpetuated from century to century by the printers' art.

Tens of thousands of factories and workshops are kept busy by means of the printers' art.

Neither to law, nor medicine, nor theology, nor statesmanship can such praise be given; yet those who practice law and medicine and theology and statesmanship stand before kings, while printers attend cost congresses, too ignorant (many of them) of the history and power of printing to sustain at par either the honor or the profits of printing.

* * * *

THE Public Library of the city of New York refused to provide an exhibition hall for the splendid exhibition of printing recently given under the auspices of the American Institute of Graphic Arts. Doubtless the library authorities regard the product of commercial printing houses as something akin to the work of carpenters, plumbers and other grimy mechanics. Truly, printing has lost its reputation! Here is an institution organized to house and distribute the products of the printers' art, yet it can not see any vital connection with what it calls "literature" and that art which makes "literature" possible. Doubtless it rates a librarian or a publisher above a printer. *Collectanea* sees in the librarian a janitor of printing and in the publisher a peddler of printing! When a few more printers take this view, librarians will insist upon frequent exhibitions of printing, or they will lose their jobs.

* * * *

Competition.

"Every man for himself, and his own ends; the devil for all." — *Burton.*

FEDERAL SEARCHLIGHT AGAIN FOCUSED UPON THE PAPER INDUSTRY.

BY WALDON FAWCETT.



To the printer who skims the headlines of the Washington dispatches in the daily newspapers, it must appear that investigation of the paper industry is a perennial activity at the national capital. When the executive branch of the Government is not probing the complexities of paper supply and paper prices, through some such instrumentality as the Federal Trade Commission, the legislative branch is busy on the same general issue, the solicitude preferably taking the form of exhaustive Congressional investigation that is supposedly the prelude to legislation designed to relieve paper shortage and prevent price manipulation. In short, it is a dull day at Uncle Sam's headquarters when the trials and tribulations of paper users do not occupy the attention of one or more governmental agencies.

Condoned, however, is the pessimism of the printer who, having watched for a time the federal efforts to diagnose and prescribe for paper anemia, has grown skeptical of the ability of the doctor at Washington to effect a cure. Time and again during the past half decade there have been witnessed by the interested bystanders of the printing and allied trades, more or less ambitious efforts on the part of the Government to stimulate paper production or equalize distribution or otherwise relieve the stress and strain upon paper consumers, but never has such an effort been conspicuously successful. Even the somewhat autocratic control of paper prices and paper resources during the war fell short, in the estimation of some printers, of ideal paternalism. And always the cynical printer has been tempted to put his tongue in his cheek when he has beheld Uncle Sam wrinkling his brow over the woes of private paper users and, at the same time, abating by no jot his own lavish and extravagant consumption which attained unheard of proportions under the impetus of war time publicity.

In view of the very important but by no means universally recognized influence of governmental paper consumption upon the paper market, it is at least interesting that our latest official inquiry is coincident with a determined effort to check the prodigality of governmental publishing. That this effort precipitated a controversy between Congress and the President is neither here nor there, if the revelations that have been made serve to arouse any considerable public sentiment against the scandalous wastefulness in public printing. As for the current examination of the paper industry by a group of United States Senators, the tedious round of talk and yet more talk has embodied certain deductions and suggestions that are perhaps more practical and more valuable than have been yielded by any previous consultation of specialists at the bedside of the paper industry.

The hearings that have been conducted during the month of May by a subcommittee of the Committee on Manufactures of the United States Senate have been addressed primarily to the news print paper industry, but the inquiry has inevitably extended to other branches of the paper industry. The resolution of the Senate under which this subcommittee has acted has directed especially an investigation as to whether the prices now being charged for news print paper and similar products are excessive and to find the causes for existing prices. With that as a cue, it was logical that debate and discussion should wax warmest on the price equation, and we have had a repetition of the familiar spectacle of paper users charging at Washington the existence of "pools" and "corners" whereby paper manufacturers are accused of having conspired to maintain prices, while the latter as vehemently deny the imputation and place the blame for existing hardships upon a sharp increase in paper consumption unattended by any proportionate gain in paper production.

Whereas the latest series of conferences at Washington have brought plenty of suggestions for conservation of paper supplies, even to the point of compulsory measures that would restrict the size of newspapers and employ other heroic remedies, it has been quite apparent that the only submitted suggestions which have genuine constructive value are those which contemplate an increase in paper supply and the tapping of additional resources. For that matter, it has been emphasized that unless substitutes for wood pulp be developed and American consumers be enabled to reach farther afield for paper supplies a scant quarter of a century will suffice to bring our printing and publishing industries face to face with famine conditions. If the hearings at Washington but be the means of arousing the makers and the users of paper to a realization of the need for concerted action in behalf of expansion of the production of raw material, it may be deemed to have been well worth while.

Upon the occasion of various examinations in the past there has been incidental reference to certain remote resources which might, perchance, solve all the problems, but the idea of tapping these has been promptly dismissed as impracticable because costly or time consuming. A case in point is afforded by the pulp resources of Alaska, the existence of which has been mentioned frequently in the past but always with the intimation that whereas the Alaskan forests must some day minister to the art preservative the time for such summons was not yet. The recent hearings have, however, made it clear that plans for the development of Alaskan pulp resources must be projected in the immediate future and that no problems or obstacles must be allowed to interpose.

Need for closer relations and better understandings between the paper arbiters of the United States and Canada is another obligation that has been clearly emphasized by the current hearings. With American capital investing to an ever increasing extent in Canadian timber lands and Canadian paper plants, there would seem to be scant reason to fear anything savoring of obstructionist policies in the Canadian paper industry. But, unfortunately, there has not been, of late, complete harmony in governmental relations between the two countries as regards the policies affecting paper exportation and importation. It is promised, though, that the entire issue of reciprocity is shortly to receive consideration, and with the presence at Washington for the first time of a resident minister or envoy of Canada (obviating the necessity of conducting diplomatic interchanges via London) it is hoped that it will be possible to nurture in more marked degree a mutual spirit of sympathy and conciliation. Certainly with the increasing interdependence as regards paper supply it is imperative that machinery be instituted that will avoid action at cross purposes between the United States and Canada. The necessity of this has been further emphasized these past few weeks by reports that Canadian railroads have refused to load white paper for United States consumers, because Canadian freight cars that had previously been sent to this country with paper had not been returned to the points of origin, unmindful of the circumstance that fully as many United States freight cars were meanwhile "detained" on Canadian roads.

That paper consumers are not yet reduced to the extremity where they will whole heartedly make common cause for the solution of the difficulties of paper supply was made all too apparent during the hearings of the past few weeks. Inability to submerge self interest for the common good was revealed during previous open forums on the same subject, but the latest hearings were approached with a feeling in some quarters that perhaps the gravity of the situation had been so emphasized that paper users would be moved to assume a "one for all and all for one" attitude. The average paper consumer, however,

continues to have his opinions colored by his individual needs and desires. Just as in the recent tussle over second class mail rates the country publishers were in favor of a "zone" system that let them go scot-free, regardless of what it did to the city publishers with national circulations, so in this quest for a solution for the paper shortage we found newspaper publishers who have no Sunday editions endorsing the idea of mandatory restrictions upon the size of Sunday supplements, and the publishers of small or moderate size publications chimed in enthusiastically in support of proposals to restrict the size of metropolitan dailies. So it went, all down the line, even to the business paper publishers who, having in their own journals a fairly even balance between the space devoted to reading matter and advertising, respectively, saw no injustice in penalizing paper users whose periodicals are top heavy with advertising.

In disapproving the proposal for limitation of the size of papers as inequitable and very difficult of application, Frank P. Glass, until recently president of the American Newspaper Publishers' Association, declared that in his estimation the only feasible governmental remedy for the existing paper shortage lay in the establishment of a governmental control of paper, paper mills and paper consumption, and a percentage reduction in the consumption of each publisher, letting each apply the assigned quota of paper in his own way. Thus one consumer might reduce circulation, while another might prefer to effect the imposed economies by a reduction of advertising.

When George McAneny, executive manager of the *New York Times*, was on the witness stand at Washington, effort was made by the cross-examining Senators to establish the economic relationship between news print and book paper. Mr. McAneny, in the course of his remarks, commented on the fact that the rotogravure sections of the *New York Times* are printed on book paper supplied from mills that are not in the critical condition of the news print mills. Thereupon, the interrogating Senators sought to gain acknowledgment that consumers of book paper really draw upon the same reservoir of raw material as the users of news print. Incidentally, the executive of the *New York Times* revealed that for book paper he is paying today 8 cents a pound delivered in New York, which is a lower figure than the *Times* is paying for some of its news print.

Almost all of the paper consumers who have lately appeared in the roles of advisers to Congress have made the trite suggestion that to remedy existing complications there must be less paper consumed and more produced. It remained, however, for the spokesman for the *New York Times* to offer concrete evidence of what one large consumer is doing to stimulate production. Mr. McAneny gave the details of his new contract with the Canadian Export Company for the entire product of two new machines to be installed in the plant of the Laurentide Company, at Quebec. Under this five year contract, which calls for the delivery of 36,000 tons, it is stipulated that the price to be paid shall be fixed from period to period according to the lowest price that this producer charges smaller customers in any part of the United States. The *New York Times* is willing, as its manager expressed, to share risk with the papermaker in order to get a new enterprise started.

Arthur J. Baldwin, of the McGraw-Hill Company, publishers of engineering periodicals, has told the senatorial committee that the present shortage is not only in news print but likewise in magazine stock and every other sort of paper. He declared that for more than three years past his corporation has been studying the question of undertaking the manufacture of its own paper, but that it has deferred action because of the federal taxes that are laid against any new enterprise. Mr. Baldwin declared that the recent action by Congress in raising from 5 to 8 cents the limitation upon print paper that is admitted to this country free of duty was inadequate to relieve the situation, inasmuch as it affects only about one-third of the paper coming into the country, and he called attention to the fact that existing conditions have compelled many periodicals to resort to the use of news print that have heretofore used higher price stock.

Of considerable interest, presumably, to printers in general, and especially to those whose purchases of paper are made in the open market rather than by annual contract, is the attention that has been bestowed in the hearings at Washington upon the operations of jobbers and brokers in paper. It is no exaggeration to say that much of the discontent and resentment on the part of small newspaper publishers that has compelled Congress to take cognizance anew of the paper situation has been due to the necessity on the part of small consumers of making spot purchases of paper at prices perhaps three times as great as were paid for equivalent supplies by large consumers protected by annual contract.

Typical of the air of suspicion with which the senatorial body has scrutinized the operations of jobbers were the questions put to M. Deverich, of the firm of E. R. Mosher Company, New York. Mr. Deverich was asked to submit a complete list of the actual purchases of his company since its formation in February, together with information as to the prices paid in each transaction. Asked regarding the reports that had reached the committee to the effect that profits upon paper were covered up by passing the paper from one jobber to another, Mr. Deverich said this might be the case in some instances but despite the fact that it is the practice of jobbers to sell to one another, he did not believe that much was added to the price on each such turnover. He also recited, as one of the woes of paper jobbing, the fact that whereas the mills would formerly quote prices to distributors covering a period of three months it has been impossible latterly to obtain quotations to remain in force longer than one month.

Trailing evidence of speculation in paper as one of the main underlying causes of present prices the senatorial subcommittee likewise sought information from such factors as the Domestic Mills Paper Company, of New York, and the Whitaker Paper Company, of Cincinnati. David E. Barry, vice-president of the latter concern, demurred at stating publicly the prices paid for paper under contract, but incidentally revealed that whereas this jobbing concern ordinarily carries $1,000,000 worth of paper in its fourteen warehouses it now has less than $50,000 worth on hand. L. G. Hinman, of the Domestic Mills Paper Company, declared that whereas the public hears most regarding the shortage in news print, there is also a scarity in all the lines on which his corporation specializes, namely, kraft, bond, glassine, manila, etc.

Along with senatorial delving into the subjects of speculation, spot tonnage, open market operations, etc., the inquisitors at Washington have shown keen curiosity in every case reported to them in which paper producers have supposedly sidestepped contract obligations. Thus, Frank A. Munsey was asked in detail regarding his experience with the Remington Paper Company, an incident that seems to raise the question whether the presence of an adjustment clause in a contract lets the contractor out of an absolute agreement to deliver paper.

TIT FOR TAT.

"I'll ring for Norah to bring a fresh pitcher of water," said the professor's wife.

"You doubtless mean a pitcher of fresh water," corrected her husband. "I wish you would pay more attention to your rhetoric; your mistakes are curious."

Ten minutes later the professor said: "That picture would show to better advantage if you were to hang it over the clock."

"You doubtless mean above the clock," she returned quietly. "If I were to hang it over the clock we could not tell the time. I wish you would be more careful with your rhetoric, my dear; your mistakes are curious." — *Boston Transcript.*

COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to $50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

A Standard Proposal Blank.

One of the needs of the printing business is a uniform proposal form for use in making quotations on estimated jobs. This would have a tendency to bring forcibly to the attention of the buyer of printing the variations in the kind of work and style of job being quoted upon.

We can not hope ever to arrive at that ideal condition where different printers will visualize the same job from a set of specifications, nor can we ever expect them to express in the same words the details of the job they propose to produce. This being the case, a standard form, with blanks for stating exactly many of the variations, would, if properly used, enable the buyer to know just where the great difference in cost which he finds in his estimates is made.

Naturally, the standard estimating blank would be the first step toward the standard proposal blank, and the adoption of both would be a good thing for the printing business.

It is not within the bounds of reason to expect the buyer of printing to know enough of the details of its manufacture to determine which of several estimates submitted is the best buy for him, if each of the bids is couched in different language and indifferently expressed at that. But with a standard form and a standard vocabulary for the details it would be possible for any good business man to know whether the bidders were making quotations on the same thing. It would also be a good thing for the printers as a class, because it would establish in the minds of the public a confidence in the statements of the printers, which is now entirely lacking. With standard forms and a standard vocabulary for making quotations it would be possible for the man who did not know about the technicalities of printing to go to some one who did and get accurate advice regarding the quotations.

This is of sufficient importance for the trade organizations to consider seriously and take active steps toward the introduction of such a system and a standard blank.

The Shopping Habit.

Many printers who complain bitterly of their customers because they get several estimates and buy on price should look at home before throwing stones. They will tell you that it is impossible to buy printing of the right quality on a price basis, and that there is no possibility of several printers making the same price on any set of specifications, because they will all conceive a different idea of the job wanted and figure accordingly, all of which is absolutely true.

It is no more possible to buy photographs, designs, artwork and engraving on price than it is to buy printing. There is the same variation in the conceptions of the photographer, the artist, the engraver, as there is in the case of the different printers. Quality, style, finish and design mean something in which there is even more variation than there is in the jobs that several printers would produce from the same specifications. But this does not deter numbers of printers from asking estimates from the artist and from the engraver, and expecting them to immediately sense their idea and know how long it will take to work it out.

Let us be honest with ourselves, our customers and our allied trades, fellow workers, and cultivate in ourselves and our customers the cost plus idea as an actual rule to work by and not merely a beautiful theory.

It is possible to name a price for a piece of printing, art, engraving or binding and to produce something for that price that may pass muster, but it would be very unusual for such a job to be really first class throughout. There are so many details that estimators have a habit of overlooking (or that develop later) that must either be slighted to hold the price down or be charged as extras, that it is exceptional for such a job to be completely satisfactory to the printer, and it is often not satisfactory to the customer.

Now, for the first time in many years, nearly every printer is so busy that he may pick and choose his customers. Why not make it the starting point for the complete abolishment of the fixed price estimate? Now when there are more orders than printers it will be easy to train buyers in the idea of cost plus, so that by the time business drops to normal no other way of pricing will be expected. It will take a lot of coöperative work, but it can be accomplished, and the saving of worry and time will be well worth working for. This at least is one of the combinations for price making that will not infringe the laws of the land. "Cost plus," with open inspection of the method of keeping costs, is a guaranty of justice to both parties.

Delivery Charges.

To be of any value to your customers your goods must be delivered to the place of business or such other location as is designated. Delivery involves the outlay of physical effort, which, in these parlous days, costs money — more money than ever before in the history of the printing business. Yet the large majority of printers seem to lose sight of this fact, if we are to judge by the estimates which come to our notice (and there have been quite a number). Very few of these contained any mention of delivery or specific charge for this service, even when the weight of the paper ran up into hundreds of pounds — in one particular case to more than two tons. There is no job so small that it does not cost at least 10 cents to deliver, even when enclosed in an envelope and mailed as third class or by parcel post. Therefore, the charge sheet for every job should contain a definite charge for packing and delivery that is consistent with the actual amount of labor and cost incurred.

But, some one will say, the delivery costs are carried into the general expense account, and we do not want to rob the customer by charging him twice for the same work. Even if this is so, it is not correct, for printed matter does not carry a cost of delivery in proportion to its selling value; while the

general expense account is divided upon a pro rata or percentage basis. Many jobs that are low in price because printed on cheap grades of stock are really so bulky that the cost of packing and delivery is out of all proportion to the price of the job as compared with some of the smaller and higher priced ones printed on good stock in several colors.

Of course, the only correct charge for delivery is the actual cost, plus a normal profit. This cost, like all others, is determined by the number of hours of men and machines used in the service, as shown by the cost system. There is no need for any guesswork about it.

Another way of sizing up the proposition for the printer who does not keep separate records of cost for his shipping department is as follows: Suppose that you have your own delivery service and find that it costs an average of 15 cents a package to handle the goods. An ordinary sized package containing 500 letterheads, or 500 cards, or 500 envelopes, costs 15 cents for placing it in the customer's hands; then there should be a charge of 25 cents for the delivery. If, on the other hand, you employ a delivery company to handle your business, the chances are that you will be charged from 25 to 35 cents a package, in which case the charge to the job should be proportionately larger.

Then there are the larger jobs making several packages, for which 50 cents a package would not be unreasonable and would leave but little margin for profit. And the question of distance counts for considerable in the larger cities where the delivery companies fix a territorial limit for the minimum price and charge higher rates for packages delivered beyond these limits.

This does not cover the cost of preparing the packages for delivery, the wrappers, the checking, the labels, the time of wrapping, making out the receipt, and the rechecking with the express man or at the post office.

This is one of the leaks that increase your overhead expense and help to make your hour costs seem high. The cost must be taken care of, there is no question about that. If you do not keep a separate record of the delivery department, the general expense must carry the burden, and that means that some of the smaller jobs help to carry the cost of the more troublesome and heavier deliveries.

A better way is to make it a habit to charge every job with as nearly as possible its correct cost of delivery, crediting these amounts to the delivery department in the general expense, so that only the unaccounted for cost will be carried over the productive hours to increase their cost.

It is surprising how much the composing room or the pressroom hour cost can be reduced by charging direct to the job for which they were incurred this and some other items usually bunched into general expense, and seeing that the entry gets on the job ticket and into the proper column in the 9H reports.

The Cost of Cost Keeping.

Most printers who have not tried it out seem to have a tremendous dread of the cost of keeping a correct cost system in their plants. It seems to them that the necessary detail of keeping the time tickets and the collation of the data from them into the daily and weekly reports is going to take an enormous amount of time of some high salaried individual and therefore they feel that the system will cost more than it is worth.

Have you ever heard of a plant without a cost system that habitually overcharged its customers — charged them more than the cost and a fair profit? Is it not true that it is the plant without a cost system that makes the concessions to secure the work, and then finds that it cost more than the quoted price?

There are two classes of printers who suffer from the mania of fear in regard to the cost of cost keeping. The first consists of those who deprive themselves of the assistance of the cost system because they are afraid to install it on account of an erroneous idea of the cost. The second class includes those who attempt to run a cost system with the wrong kind of cost clerk. There is hope for the conversion of the first class, but the second injure not only themselves but other printers by the failure of their system to function and by blaming the failure on the system, when the fault is with themselves.

Just a typical case: The system was installed in a moderate sized plant and seemed to be working nicely until the cost clerk asked for an increase of $2 a week. It was refused, and the girl, who had been instructed by the accountant who installed the system, left. A stenographer who had been with the house for about a year was placed in charge of the cost system, and was given such instructions as the retiring clerk could give during her last week with the firm. Naturally, she did not do very well and much fault was found with her, so much that she left the job. She could give but very imperfect instructions to her successor, and the work of cost keeping drifted into merely checking from the time records to the job records so that the proprietor might have a guide in making up the prices. Errors began to creep in because there was no check up of the productive and non-productive time reported on the daily time tickets, and the owner of the plant told the truth when he said, "My cost system is absolutely no good, and it was a waste of good money to put it in."

The other side of the story: There is a large plant in one of the big Eastern cities, where a well trained female clerk handles all the details of a cost system for about one hundred and thirty employees and has her work all done by three o'clock each day; this includes a daily statement of sales and profits on the jobs that have been billed that day. The proprietors of this plant are cost system enthusiasts, because they can point to numbers of cases where the cost system saved them from loss in the early days of its installation, and they know that without it conditions would soon relapse into the old ruts. What does that lady earn? She gets the largest salary of any clerk in the office, and there is no doubt that she earns it; she has been with that firm as cost clerk ever since the first cost system was installed.

Note the difference. On the one hand, the fear of the cost of cost keeping leads to the slighting of the work and the refusal to pay salaries that will retain competent cost clerks; the system falls from bad to worse, and is finally abandoned. On the other hand, the value of the system has increased from year to year, and the records of every man and machine in the plant are so carefully kept that when a request is made for an increase in wages, or for a new machine or attachment, the records are shown to the party making the request, and it is granted or refused on the basis of those records and the ability of the petitioner to improve them.

Where great detail is desired and individual records of machines are kept, the cost of a cost system may possibly be one per cent of the business handled, but in most cases it will be considerably less, even with a competent and well paid cost clerk. In one case where a record of every individual was kept on a percentage basis as compared to a fixed standard of efficiency and this percentage used in making prices, the cost was a trifle over one and one-half per cent. In that plant the extra charges for the extra efficient compositors paid the cost and left a margin. Without the cost system all hours would have been sold as average; with it the hours of the higher grade and swifter workers were sold at a premium that paid. Under proper management and with the same business judgment that would be exercised in the other details of plant management, the cost system can be made a producer instead of an expense. In fact, for the first two years it will more than pay its way by discovering the jobs that have heretofore been done for cost or less.

Banish all fear; start the cost system right; place it in charge of a competent clerk; pay him or her enough to keep up enthusiasm; insist on the work being done thoroughly, and use the results in determining the cost of every job, and you will find it the best investment you ever made.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

An Instructive Engraving Exhibit.

The Walker Engraving Company, of New York, had an exhibit at the printing exhibition of the American Institute of Graphic Arts which other engravers might imitate to advantage. It showed the progressive steps in the making of a line engraving, containing some Ben Day shading combined with a vignetted halftone surprint. The exhibits might be numbered as follows: 1, line copy; 2, halftone copy to be surprinted; 3, line negative; 4, halftone negative; 5, line negative turned on plate glass; 6, halftone negative turned on plate glass; 7, sensitized copper; 8, print from line negative on copper; 9, copper burned in; 10, surprint of halftone; 11, both prints burned in; 12, flat etch for halftone; 13, stopped out halftone; 14, deep etch for line; 15, flat proof; 16, re-etched for vignetted edges; 17, routed; 18, flat proof of re-etching; 19, finished proof; 20, blocked. It will be noticed that the company omitted showing the progressive steps in deep etching the line engraving on copper, which would include the first, second and third bites. This kind of exhibit teaches customers and also the public what a long and intricate process is involved in the production of an engraving, something of which they are now ignorant.

Rotary Screen or Copy Board.

"Operator," Oakland, California, writes: "I am interested in four color direct screen negative making, and want to know whether a rotary copy board will successfully take the place of a rotary screen. I should also like to know whether the best makes of anastigmats could be used in color separation without badly showing chromatic aberration."

Answer.— The rotary screen has this advantage over the copy board: When reproducing an oil painting the illumination of the painting should be from above to give all the brush marks and the mesh of the canvas their necessary shadows. With the rotary screen these shadows will be the same in each of the color record negatives, while with the rotary copy board the shadows would change, and one of the most important effects in the reproduction would be lost. With water color copy this objection is not so serious, except when the paper on which the colors are washed is very rough. Whether an anastigmat lens is also apochromatic — that is, corrected for the similar reproduction of all colors — is a question that had better not be taken on the makers' say-so, but should be determined by actual tests of individual lenses.

Collodion for Wet Plate Work.

L. H. Moise, San Francisco, asks: "Can you give us the name and address of any one who carries a first-class wet plate collodion in stock and is able to ship it out to us by express or parcel post? Or, will you give us a recipe for a wet plate collodion?"

Answer.— Better make your own collodion. Here is the simplest formula for collodion. It originated with the writer, was used by him for many years, and is now used universally. Besides being easily remembered, its advantages are that it can be used almost immediately after compounding and will not contaminate the silver bath as soon as some of the formulas with additional or other salts:

Alcohol and ether.....Equal parts.
Pyroxylin..7 grains to the ounce of combined alcohol and ether.
Ammonium iodid (brown)...5 grains to the ounce of the above.
Cadmium bromid.....1 grain to the ounce of the above.

Color Reproductions of Stained Glass.

"Manufacturer," Brooklyn, New York, writes: "To get reproductions in color of stained glass windows for circular purposes can the engraver work direct from the windows, or must we give him photographs colored up?"

Answer.— Your query will interest photoengravers, even though they may never have to reproduce stained glass windows, for it will bring to their attention a trouble from which they suffer unconsciously. Color separation negatives can be made from stained glass windows direct more easily than from any other colored copy, provided no other light is permitted to reach the lens than that which comes through the colored glass. When color separation negatives are made from other colored objects than through stained glass, so much white light is reflected from such objects that it is frequently recorded in the negative stronger than the color itself. This is the chief reason why color reproductions of water color drawings are so difficult — the grain of the paper reflects so much white light. Stained glass windows are ideal subjects for color separation negatives, as there is no reflected white light to mix with the transmitted light of the colored glass.

Duotypes and Duotones.

"Printer," Columbus, Ohio, sends some double printing which he has done from the same halftones in two shades of the same ink and which he calls "Duotone." He requests an opinion of the results.

Answer.— The result is quite good on this proof because the printing is slightly out of register, while if the two printings were exactly in register and each dot was exactly on top of the same dot in the previous printing the result would not be so satisfactory. The proper way to do this is to have the photoengraver make two plates from the same halftone negative, one of these halftones to be etched crisp and sharp and the other to have the dots kept thick, with the shadows well filled up. Print the last halftone in a tint of soft ink and the crisp halftone in a dense ink of the same shade of color as the tint, and the result will be beautiful. This style of engraving is called "Duotype" for the reason that both halftones are made from the same negative. An improvement on this is called "Duograph," where two halftones are made from the same copy but with the screen lines at different angles. These are printed in two tones of the same ink, and the effect is so superior

to printing from a single halftone that in these times when good paper is so costly it is surprising that it is not used more frequently, and the very best results should be gotten from it.

Are Zinc and Aluminum Porous?

"Photoengraver," Cleveland, writes: "I have a dispute with an offset printer which I wish you would settle, if you can. He says that the zinc plates they use are porous. I say that the zinc we use is not porous. He showed me a book of instructions on the offset process which says this: 'The theoretical principle of zinc plate printing is purely chemical, and is based principally on the repulsion of water and some other substances by fatty bodies and the alteration of these greasy bodies by acids. As a support for this chemical opposition a zinc plate that is sufficiently porous to allow grease, water and acid to penetrate is used. The fatty substance which actually penetrates the zinc plate,' etc. Now, if their zinc plates are porous, how do they get them so? Photoengravers' zinc is not porous so far as I can observe."

Answer.— You are right and your offset friend is wrong. Zinc, aluminum, brass, or whatever metal is used on the offset press, is not chosen for its porosity, for none of these metals are porous. The metal on the surface of which they can secure the finest fiberlike grain by the use of a scratching sand pressed into the surface by rolling marbles is the best metal for offset printing. Gold sheets probably would be better than zinc, and it is needless to explain why zinc is chosen. It is the fiber grain that holds the water, which is proved by the fact that if the offset pressman scrapes away the fiber from the surface of the offset plate that spot will give him trouble. That zinc is porous was an old superstition among early zinc etchers until they worked zinc long enough to know better. Offset men have yet to learn the fallacy of it.

Scientists and Three Color Inks.

"Three Color Worker," Chicago, writes: "For years I have been reading of this or that scientist showing by a chart of curves, which I don't understand, how faulty the colored inks are that are given us. What I want to know is why, if these gentlemen know the precise colored inks we should use, they don't give us the proper colors and settle the matter."

Answer.— Be patient a little while longer. The photoengravers have the problem in hand, and you will learn their findings at the convention this month. The trouble with the scientists is that they are insisting on colored inks matching up with bands of color from the spectrum. The photoengraver is not called upon to reproduce bands of color from the spectrum but colored oil pigments used in paintings and the water color pigments. The photoengraver can get any colored inks he requires, and what he is now trying to do is to have all photoengravers use the same sets of colored inks, so that color printers can use color blocks from several engravers in the same form and print them satisfactorily with the same inks.

Dry Lithography.

J. B. Shriver, Detroit, asks: "What is meant by 'dry lithography'?" The answer is: It is relief plate printing on an offset press. Its advantages are well told by J. B. Prentis, of the Isler-Tompsett Lithographing Company, St. Louis, who states: "We use thirteen gage zinc for the 'dry printing' plates. Any one can easily learn to etch these. All that is necessary is to get the advice of some photoengraver about handling the dragon's blood to keep the acid from undercetching. The only special requirement for the 'dry' plate is that the entire plate be covered with a light ruling or a Ben Day tint. We have found that 'dry plate printing' on tints of any character enables the pressman to greatly increase his speed. A disadvantage of the wet plate process is that a little too much water on the plate causes the color to break up, and necessitates frequent cleaning out of the plate. In this way the plate is often spoiled before the run is finished. By using a high etched plate for 'dry printing' there is practically no wear on it, and it is impossible to estimate how many impressions you could get. We believe the life of one of these plates is practically unlimited. Where this process is used in connection with register work it is very satisfactory, from the fact that the paper is not dampened, as by the old method, and consequently there is no chance for it to stretch or shrink. This method is the most successful way to run sensitive tints, as they are analin colors, and by the old wet process the least bit too much water causes the color to run and make an unsatisfactory job. The quality of the finished product is always better than by the old method, as the impressions are smoother and sharper."

It would seem from the above that to print halftones successfully on rough surfaced paper all that is necessary is to print from relief plates on an offset blanket, and offset it on the paper. Pressbuilders might take this up with advantage.

PRINTING ON CELLULOID AND LIKE MATERIAL.

BY LEON A. HALOIN.

Many celluloid printing jobs are refused annually by printers through lack of the necessary knowledge of how to do satisfactory work on this material. On account of the nonabsorbent qualities of polished celluloid, ordinary printing ink does not stand up well.

The secret of success in printing lies in previously roughing or matting the surface, when the material will take the ink as satisfactorily as paper does. Manufacturers of printed celluloid novelties buy their celluloid sheets unglazed, and after printing and thoroughly drying the sheets they polish them. Each sheet is placed between highly polished nickel plated plates and subjected to pressure in a special hydraulic press. The body of the press is equipped with a heating unit, preferably a steam chest, and temperature is carefully regulated not to exceed 190° F. The material is subjected to this combined heat and pressure for a few minutes, then cooled, removed, and cut to size.

For the printer who is handy in mixing, a satisfactory waterproof ink for direct printing on the polished surface can be made for small jobs as follows: Stock solution.—Dissolve by occasional agitation in a clean bottle ¼ ounce new colorless transparent celluloid clippings in 16 ounces anilin or Mirbane oil (preferably the first on account of the penetrating odor of the latter).

To make the ink, add sufficient of this solution to desired alcohol soluble anilin color, and incorporate well in glass mortar with pestle to the consistency of ordinary printing ink.

This ink will not corrode the metal or affect the rollers; it has practically no odor if the first solvent is used, is entirely waterproof, and as the material has a celluloid binder instead of linseed oil varnish, each impression becomes an integral part of the celluloid sheet printed on.

The solvents, colors and mortar can be bought in most chemical supply houses. The new celluloid clippings can be secured in any automobile top repair shop where this waste accumulates, and can be bought at a reasonable price, generally from 10 to 25 cents a pound.

When the work is completed the type, press and rollers can be cleaned with wood alcohol, which is a satisfactory solvent for cleaning purposes only.

IT PROBABLY WAS.

A comma often makes a lot of difference in a line; so does the spacing. A poetess wrote: "My soul is a lighthouse-keeper." The printer made it read: "My soul is a light house-keeper."— *Boston Transcript.*

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Excellent Color Printing From Australia.

J. V. Price, of *The Weekly Times*, Melbourne, Australia, sends a sheet of color patches showing the distinguishing badges of the Australia Imperial Force. There are 250 color patches showing various designs and color arrangements. The predominant colors appear to be red, blue and purple. The register of the colors and the brightness of the latter make the sheet a pleasure to look at from a pressman's viewpoint.

Changing From Light Forms to Heavy.

A country printer in a Southern State writes to the effect that in changing his platen to print two pages of brief at one time he must increase the impression considerably by the two upper screws. When the heavy brief forms are finished he finds it difficult to again get the impression even, and he desires to know how he can secure an exact even impression after making such a change.

Answer.— To reset your impression, lock up a large capital M or W about an inch from each corner of your chase. Place about six sheets of tympan with one pressboard under them. Arrange the impression screws so that you will have a sharp and uniform print from each of the four letters you have locked up. When you find it necessary to change the impression you can readjust it in this manner. We believe that one sheet of pressboard should be used in preference to the four sheets of bristol. When the form is ready to run, shift the pressboard up next to the top sheet.

Tympan Slips From Clamps on Cylinder.

A Kentucky publisher writes: "We have a ——— newspaper press and have been having trouble with the tympan slipping away near the feeding side. The slipping begins at the first impression and continues, and before 150 papers are printed we have to place it back in position again.

Answer.— It is quite possible that you are carrying too much packing, or the cylinder is riding the form instead of the bearers. When the news form is on the press, place a narrow strip of thin paper on each bed bearer and turn press to take impression. When in this position see if the strip can be drawn out. If so, it may indicate that the cylinder has to be pulled down. To do this you may remove the form and the bed bearers, and turn press to bring cylinder down to printing position. Secure two large metal types and place on the bed beneath the cylinder bearers. Adjust both sides down low enough that the metal letters will have to be forced through beneath the cylinder bearers. When this is done the press may be returned to proper position and the bearers may be applied. Test the tympan by laying a straightedge or a piece of column rule over the tympan and cylinder bearers. The tympan should not extend above the cylinder bearers more than one thickness of top sheet manila. Place on the forms when the tympan has been brought to its proper height. Pull impression and examine print. If fully legible, nothing further need be done, but test the bed bearer contact as before with narrow strips of thin paper. If the paper can be drawn out the cylinder should again be brought down. When properly dressed with tympan and set low enough, the tympan should not draw out during printing operations.

Printing a Wax Plate Form Without Slurring.

A pressman submits an impression of a wax plate which shows a slurring when printed on a platen press. It appears that he has exhausted every effort to correct the trouble, but has not had satisfactory results.

Answer.— This work can be printed without the slurring by the use of bits of cork attached to twine, which will be stretched taut between two grippers. First, prepare a tympan of three sheets of hard, smooth manila. Use a sheet of pressboard or a piece of sheet brass beneath these sheets. Make the form ready and attach the markout sheet on the last of the three sheets. When the form is ready to run, place the pressboard or brass sheet just beneath the top sheet, and you may then find it necessary to add one or more thin sheets under all to give the necessary impression. If the slurring is still present you may then use the string and cork. Stretch two strands of string through the middle of the form between the blanks, cut pieces of cork, which should be at least one-quarter of an inch thick and sufficiently small to enter between the rules. These pieces of cork will be compressed during the impression, causing the sheet to lie flat and thereby avoiding the double print or slurring. This may also be done near the outer edge, where the slurring is so pronounced. Use larger corks where space allows. In forms having but small margins or no place where cork can enter, allow the cork to impinge on the tympan close to area where the slurring occurs.

Lowering the Feeder Side of Cylinder.

A Southern pressroom superintendent writes: "Kindly advise if the following procedure is correct in lowering the feeder side of a —— two revolution press: Release trip; move press until cylinder is down; lower jack; loosen block holding cylinder tension springs; lower cylinder by turning block on center rod below rocker; tighten blocks holding cylinder tension springs; place a strip of paper on jack, and turn up until it touches the block; tighten set screw holding jack; turn press by hand to verify change. Is this a job for a machinist or a pressman?"

Answer.— Doubtless the procedure you outline will cover all the steps necessary to bring down the cylinder. We would suggest, however, that while the cylinder may be down during the operation, you do not have the press advanced quite so far as the impression. After the change has been made, place a narrow strip of thin paper on each bed bearer (with a heavy form on bed), turn cylinder around to impression position, and when in the middle of the form draw strips of paper to see if the cylinder bearers are firm enough against bed bearers to hold the strips. This is the condition that should be present. A press machinist, if available, would be better able to do this work correctly

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE Printers' Sanatorium at Market Bosworth, Leicestershire, was opened in May.

SOME seventy-six English newspapers and periodicals have increased their prices since the beginning of the year.

DURING January and February, England imported from Germany 691 hundredweight of paper, valued at £2,898.

AT one of Sotheby's recent sales a copy of the "Mirror of the World," printed by Caxton in 1481, was sold for £890.

OWING to the excessive cost of printing, the Fulham Borough Council is having its reports and agenda typewritten and duplicated, instead of having them printed.

THE paper, printing, stationery and publishing trades section of the British Industries Fair is reported as being the most completely representative display of this exposition.

THE associated typefounders have made another increase in the price of type, borders, ornaments and spacing material, to the extent of fifteen per cent, in the shape of a surcharge.

THE department of engravings, illustration and design of the Victoria and Albert Museum (London) has during the past year received some important bequests and gifts. Sir Frank Short has presented one hundred and sixty of his mezzotints, aquatints and etchings, in memory of his son, Captain Leslie Short, who died in service, June 3, 1916. This gift, in addition to prints already in the museum, makes its collection of Short's works perhaps the largest and most complete in existence.

THE London Society of Compositors' new scale for newspapers shows some notable increases in wages. For hand composition on morning papers the price per thousand for seven point is 1s. 5d., with higher rates for smaller sizes. For evening papers the price is one halfpenny less. For linotype composition the rate is 7d. and 6¼d. per thousand, respectively, for morning and afternoon papers, with certain extras for all types above eight point and for all sizes set to less than twenty-one ems of their own bodies. The minimum rate for stab hands is now £8 and £7 15s., respectively, for morning and evening papers. The hours for morning papers have been fixed at seven hours a night for eleven nights a fortnight, and the maximum hours for evening papers are forty-two and one-half a week.

GERMANY.

A MONTHLY magazine under the title of *Transatlantic Trade* is being published in the English language by the American Association of Commerce and Trade, at Berlin, in the interest of American manufacturers, importers and exporters. The second number, well edited and fairly well printed, has reached our hands.

BEFORE 1915 the price per kilogram of news print was about twenty pfennigs; at the end of February, 1920, it was 2.24 marks (over eleven times the former price). Since then the price has reached 2.85 marks, but it has come down to 2.60 marks. To help out the newspapers the Government is paying the paper mills a certain part of the price.

THE Berlin postoffice has made an appeal to the Chamber of Commerce to advise the commercial world not to have business addresses and advertisements printed on the upper part of envelopes, where these are generally defaced by the stamp cancelling machines. It is suggested that the printing appear either on the back or the lower left corner of envelopes. Good advice as well for American business concerns.

DUE to recent raises in wages and other costs, the German master printers' association has again advanced the prices of printing, which are now reckoned at the following percentages of prewar quotations: 705 per cent for books, periodicals and newspapers; 740 per cent for catalogues, price lists, etc.; 775 per cent for jobwork, and 810 per cent for art and special quality printing.

FRANCE.

THE Paris correspondent of the London *Times* draws attention to the development of the American stationery trade in France.

THE strike of the journeymen printers of Paris, which started in March, is at last account still not settled. It prevents the publication of a number of the smaller periodicals.

THE *Bulletin Officiel* of the Master Printers' Federation in a late issue presented the pictures (in platinogravure) of six members of the Chamber of Deputies who are connected with the printing and publishing trades.

AUSTRALIA.

A VERY serious loss of paper occurred at Port Adelaide, in the burning of a storage house. Between two and three thousand reels of paper, belonging to the *Advertiser*, which had just been unloaded from ships, were destroyed.

THE Sydney *Daily Telegraph* recently used the aeroplane for forwarding an issue to distant points. Delivery was made in Bathhurst six and one-fourth hours ahead of the quickest railway service, arriving at 6:15 a. m. Condobolin, 338 miles away, was served with copies of the *Telegraph* at 11:20 a. m.

INDIA.

THE *Pioneer*, the Anglo-Indian newspaper of Allahabad, for the first time in its history has encountered the effects of a strike. The paper could not be published for several days.

AS elsewhere, the printing industry is hampered by the scarcity of paper. Printing machinery is also scarce and the demand is greater than the available supply. Paper prices are going up. Cream laid foolscap papers of any standard weights are not obtainable.

ITALY.

THE Military Geographic Institute at Florence has started the publication of *L'Universo*, a pretentious magazine patterned after the great *Geographic Magazine* of the United States. The initial number has reached our desk, and if the pace set by it is continued it will be a very valuable addition to scientific literature.

PALESTINE.

THE first daily printed in the English language in Jerusalem is called the *Jerusalem News*. It is run by Americans. At present its size is small — only a single sheet.

BELGIUM.

TAKING effect April 1, many Belgian newspapers raised their prices from 10 to 15 centimes (from 2 to 3 cents). Advertising rates have also been increased.

IN GENERAL.

THE ink plant of New Granada is a curiosity. The juice of this plant can be used as ink without any preparation. At first the writing appears red, but after a few hours it turns to a deep black.

PAPER of good quality has been so scarce on the Continent that printers of new issues of postage stamps have had great difficulty in getting supplies. Some have printed stamps on the back of German war maps, with the result that collectors have become "jig-saw" experts through the experience gained in reassembling stamps according to the maps on which they were printed. Other stamps were printed on cigarette paper and some on the sort of paper that was used for bread tickets. The most recent makeshift comes from Lettland, where ruble stamps have been printed on the back of Bolshevist bank notes which were never issued.

MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Damaged Matrices Cause Trouble.

An Oklahoma operator sends matrices with damaged walls and asks why metal enters between matrices when a line is not too loose.

Answer.— Aside from the bruised walls we note that the back lower lugs have been pounded and spread upward a trifle; one measured .001 inch and the other .006 inch greater than normal. Matrices so bruised will justify with difficulty, owing to friction of bruised lug with under side of the rib of the mold keeper. A line having a few matrices so bruised would cast without having been justified tight enough, and as a result metal doubtless would enter between the walls of adjoining characters. It is not advisable to pound the lower lugs of matrices so as to spread the lug either up or down. From the appearance of the matrices we can give no other reason for the troubles.

Splashes Behind Mold Disk Are Not Understood.

A Missouri publisher operating his own machine describes trouble resulting from back splashes and asks for suggestions toward a remedy.

Answer.— If a splash occurs behind the mold disk when the face of the slugs appears cold, it usually indicates that metal has accumulated on the front of the mouthpiece, which prevents a proper lockup between mouthpiece and mold. In such a case a slight increase of mouthpiece heat would prevent the accumulation of metal. If splashes occur when the metal appears to be of correct temperature, you may determine the cause by a mouthpiece lockup test. Proceed as follows: (1) Remove back mold wiper, and scrape back of mold with a piece of brass if any metal is found adhering. (2) Place a thin even coating of red ink on back of mold from end to end, and after mouthpiece is wiped clean allow cams to make one revolution. The resulting test which will show on mouthpiece will indicate the state of lockup of mouthpiece. If it is not uniform it may require the readjustment of the pot legs, or the mouthpiece may need to be dressed up with a file.

Noise of Break Away Causes Alarm.

A Mississippi publisher and his machinist-operator had a controversy regarding a noise produced by machine just as the pot breaks away from the mold disk. A few slugs and a damaged matrix accompanied the letter in which mention was made of damaged matrix teeth. Following is our reply:

Your machinist-operator gives the right solution for your trouble, if you can call the noise a trouble. The pot hangs on the jets just when it should recede. This is not a serious matter, and may be corrected by carrying a trifle more heat on mouthpiece, or by increasing the general temperature of the metal. The so called trouble is due to the extreme solidity of the slug and jet, and, owing to the fact that there are double the number of jets there is a stronger unit holding pot and mold disk together. We suggest that you carry the temperature up to at least 550° on the 8 point, and note the effect on the break away. No need of changing any adjustments but those relating to the temperature of metal. The damage to the teeth of the matrix appears to be to the three upper front ones. Examine the corresponding rails on the second elevator bar and those of the distributor box bar. You may find bruises, which must be removed with a fine file. We are unable to state how the bar may have been damaged. Place matrix over face of mold, and note where bruised part of matrix has contact.

Lateral Movement of Right Vise Jaw Causes Defect of Slug.

A Washington operator sends slug having but a few characters thereon. The last character shows an upward bruise, which seemingly indicates that the harm was done just as the slug was withdrawn from seat of matrix.

Answer.— We believe this trouble is due to a shifting laterally of the matrix line just as the slug is being withdrawn. We suggest that you try a similar line and hold it in the elevator jaws by recasting in the auxiliary position. When one slug is made, make an examination of the face with a magnifying glass if possible, as it reveals the bruises more fully. Before a second slug is cast, drive the left upper elevator gib closer to the elevator in order that it will prevent too much side play. After this is done try another cast, and examine face of slug to see if any improvement is noted. If no change is observed, try another slug with the vise-closing lever link disconnected from the lever, as this may also have a bearing on the trouble.

Avoid Extremes.

A Nebraska operator writes in part as follows: "I should like to have your opinion on the following problem. Operators are continually urged to fill out the lines as much as possible, stopping, of course, short of tight lines. While we appreciate the reason for this and follow the advice when setting nonpareil or brevier matter, it seems to me that such instruction conflicts with good typography when followed in 10, 12 or 14 point type, which certainly ought to be spaced more widely than 8 point. Similarly with leaded matter as compared with solid type, or lines of caps compared with lower case. When using 14 point, I generally add a thin space to the spaceband, but this doesn't go in 10 point or 11 point, as the space between words is too wide then. Now, the question is whether we should do as we are urged, or pay a little regard to spacing in proportion to the size of the type; or is there a way to satisfy the requirements of both?"

We should like to have an expression of opinion as regards this problem. Of course, all operators know that the aim of the instructions is to avoid unsightly wide spacing in narrow measure and to avoid the risk of damage to walls of matrices by loose lines, hence the instructions to get every syllable possible in the line.

JOHN SMITH'S BOOKKEEPING.*

NO. 6.— BY R. T. PORTE.

Synopsis of preceding stories.— Upon having purchased a half interest in the *Bladon Banner*, and assumed the business management, as well as doing the mechanical work, John Smith rearranges the plant for greater efficiency, introduces a system for keeping track of advertisements, starts the use of job tickets, and installs a simplified bookkeeping system. Jefferson Bell, the editor, does not oppose these innovations, and gradually becomes more and more interested in the "new fangled" way of doing things. Mamie helps to keep the books, sets type, and does other important work in the office. The bank cashier gives his advice on bookkeeping methods, and helps from time to time.

Credit.

ASK the average small printer or the country newspaper publisher who represents "capital" to him, or perhaps the two concerns that give him the most worry, and he will promptly name the bank and the wholesale paper house. Most printers are in debt to either of these, or to both. The paying of the help each week and keeping the bank account in the clear, and paying the paper house or supply house each month, are the big business events with which they have to contend.

The banker — at least we may have the supposition — does not look with much favor upon the average printer's account. So far as the writer is concerned, he knows that the bankers never invited his account; in fact, they called him to account many times over the account being in red.

The paper houses and typefoundries all had a habit of sending statements each month, and also gentle reminders time and time again that certain payments would be appreciated. The gentle art of writing a good stand-off letter had to be highly developed — and I will gamble almost anything that printers have it learned better than any other class. The art of totally ignoring requests for payment, of knowing which letters are advertisements, which are requests for money, and which contain money, also had to be developed. It is a sad, sad world when other people so persist in wanting money in a big hurry, and then refuse to ship more goods unless the money for the goods you have used is paid. No other grief can quite compare, and I know all about it. I have sometimes thought that the printers and publishers who were C. O. D. customers were almost to be envied. They might have trouble in digging up the money to pay the drafts or the expressman, but they did not receive requests to remit — to put it gently — nor have worries over the 10th of the month coming around, and having to hustle money to pay all those confounded accounts.

Jefferson Bell had been one of those printers who paid only when they got the goods. In times past he had been quite careless in sending money to pay for goods he had ordered. Checks he had sent to pay accounts, with all good intentions on his part, had been sent back by the unfeeling bank marked "insf" — which means "insufficient funds." Once or twice he had to dig up $3.75 extra, when the bank had deliberately protested checks and sent them back to the ready print house. This caused a severance of diplomatic relations between Jefferson Bell, the cashier of the bank, and the ready print house. It was the straw that set the whole business world of Jefferson Bell on fire, and when the flames following the explosion had cooled down, the bank no longer carried the name of the *Bladon Banner* on its books, and the ready prints came C. O. D. each week. That was several years ago, and up to the time that John Smith purchased a half interest in the *Banner*, thus avoiding a great distress that was impending, there was no bank account, and goods continued to come into the office bearing the C. O. D. stamp.

The first week after John Smith entered the doorway of the *Banner* office, some few years before our story commenced, he entered the door of the Citizens State Bank of Bladon, and made a deposit. The cashier looked at him in curiosity, but took the money, made out a pass book, took John's signature, and handed him a check book. He did not do this with any degree of pleasure, however, but rather with the feeling that here was more trouble and that another account had been entered which would have to be watched very closely for overdrafts. Imagine his surprise when he found that the pass book was balanced each month, that the account was growing a little, and that the total deposits were always larger than the amount of checks drawn.

The amount soon reached a fairly good size, and then when the cashier had a chance to make a real estate turn, but lacked enough of his own money, he thought of John Smith and talked the matter over with him, with the result that the account grew a little larger. Several times this sort of thing was enacted — and once with a loss. But John never grumbled, and the cashier's confidence in him increased. A big deal came up, and the cashier wanted John to quit the printing business and enter into it. John refused, much to the cashier's surprise.

"I'm with you in anything worth while," John had explained, "but I can't leave the old print shop. I am like thousands of others — just printers. We love the business, there is something in the smell of printer's ink, the feel of the type, and the jangle of the presses that has become a great part of us — and that's what makes us just printers."

Had Jefferson Bell as much as imagined what was going on, he would have certainly been a much more surprised man. Up to the time of John's becoming a partner, he had looked upon him as merely a typesetter, and nothing more. Of John's past history before coming to Bladon he knew nothing, and took him as just one of the wandering printers intent upon getting a job, who would in a few months leave for other fields.

It is not surprising, in the light of what has been written of John Smith, that having no bank account and the ready-prints and paper coming C. O. D. was not to his liking. Every other merchant in Bladon, with possibly only one exception, received goods without paying for them in advance. They all had bank accounts, and John also knew that some of them carried good healthy balances. That the *Banner* was not among the number hurt him, and he determined that it must soon be remedied.

Jefferson Bell paid little attention to what was going on in the back room except on days when the paper went to press and it became necessary to help get the paper out. He had found John fully capable of taking care of that end of the business, and as the duties of editorship rested heavily on him, Bell was very content to forget the mechanical end of the business. Very rarely did he go down to the office after supper. He had a fairly good library, and took some exchanges home with him, thus managing to find plenty to do at home to keep him busy. Also, the principal of the schools and the two or three ministers of the town found an agreeable place to meet and talk at his home — and Mrs. Bell had a very excellent habit of serving delicious coffee and lemon pie along about 9:30, just before they had to go home. Much has been written about the village grocery as the center of gossip and politics — but some day some one will write and give to the world the credit due the home of the country editor, to the men who have gathered there to discuss world and national events, and to the editor's wife for providing such a delightful place to gather in.

On a few occasions Bell would wander down the street in the evening, and at such times would enter the printing office, and perhaps sit in his chair, smoke a cigar, and think of some of the things he wrote for the paper. He did not know why he went out that November evening, but it just seemed like fate. Anyway, he wandered down the street, unlocked the door of

*NOTE.— This is the sixth of a series of twelve stories about John Smith, printer and publisher, and his methods of keeping accounts. Copyright, 1920, by R. T. Porte.

the office, and entered. He started to light a cigar, but finding he did not have any matches he went out to where Smith kept a supply. On his way back to the front office he happened to notice some work neatly piled up on one of the tables, and, curiosity getting the better of him, he picked up one of the sheets.

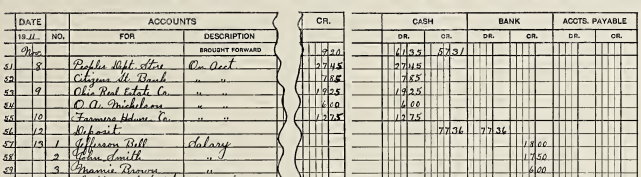
Surprise would be a mild term to use in recording what happened to Bell right at that moment! The job was evidently for the Citizens State Bank, and was in the nature of a check, but up in the corner was this card: "*The Bladon Banner*, Bell & Smith, Props. Job printing neatly executed. *The Banner* — Essex County's leading paper." There was but one meaning to all this — Smith was going to start a bank account!

Bell was a good sleeper, but for the first time in many years Mrs. Bell noted that he rolled and tossed and seemed to sleep

Could anything be more distressing? The discovery of the bank checks, and now Smith had gone to Columbus. It seemed that the day would never end. Mrs. Bell was certainly worried by the next morning, but to her questions Bell would give no definite replies, and being a wise wife of a country editor, she held her peace, knowing full well that the steam would escape in time and she would know all.

When Bell arrived at the office the next morning Smith was whistling his usual air just as though nothing in the world had happened, and he was at peace with everybody, and the world was all right. Bell sat down to his desk, and saw in front of him the checks he had previously discovered, but instead of being loose they were neatly bound.

"Mr. Smith, may I have a moment of your time?" Bell inquired in a tone of voice only heard on rare occasions.



Page of Combination Cash Journal, with Addition of Columns for Bank and Accounts Payable.

but little that night, and the next morning started out to the shop more quickly than usual, seemingly in a determined frame of mind. Mrs. Bell was slightly worried, but felt that it might be only some little thing that had gone wrong at the office, or something connected with county politics that was disturbing the otherwise imperturbable serenity of Bell.

Upon reaching the office Bell at once went to the back part of the shop, but Smith was not there. Bell then went to his desk, grabbed an exchange and looked at it. He watched the door with a corner of one eye, and several times looked at his watch. To add to all his other worries, Smith was late! Not in all the years Smith had been in his employ had he ever failed to come to work on time. In fact, Bell did not know just when Smith really started to work in the morning, as he was always on the job when Bell came down, early or late. But this morning, of all mornings, Smith was late! Nine o'clock came, then nine thirty, then ten, and no Smith. Bell's seeming agitation drew Mamie's attention to him.

"Oh, Mr. Bell," Mamie said, "I forgot to tell you that Mr. Smith went to Columbus last night. He told me to tell you the first thing this morning, and here I forgot."

"Humph," Bell grunted, "what's the occasion?"

"I don't know," Mamie replied, "but he told me to tell you he would be back tomorrow."

The whistling ceased, for when Bell spoke in that way and in the tone of voice he was using, Smith knew that there was trouble brewing. But, this time Smith's face wore a smile.

"Certainly," he said as he came over, and without waiting for Bell to say anything, added, "I guess you want to see me about those checks. Well, I am now ready to tell you why, and a few other things, if you want to hear them."

"I most certainly do," Bell replied.

The substance of what Smith said was to the effect that he believed in credit. The *Banner* gave credit, and was entitled to credit. The basis of all credit was faith and honest business methods, and the first faith of right business must be put in some institution where money might be left until needed. That institution must be conducted on the faith that those who left their money on deposit would not abuse the privilege or draw more money than was on deposit. The leaving of a balance always on hand made it possible for them to have a surplus, and this they could loan out on faith to whoever might need the temporary accommodation, and would return the money in due time and be glad to pay for the use of it. Therefore he believed in every business concern having a bank account and never abusing the faith of the banker.

He further believed that as they sold goods to be paid for in the near future, the firm of Bell & Smith was entitled to the

same consideration, and his little trip to Columbus was for the purpose of putting the matter right up to the ready print concern and to the wholesale paper company, and instead of having their goods come C. O. D., to have them come on regular dating, and with the usual discount privileges. It had been no easy task to get these firms to see the light, but finally they had consented and arrangements were made whereby the ready prints would be sent for thirty days on regular terms, and the paper house would give up to $50 credit, but all bills must be paid promptly.

Smith then went over to Mamie's desk, and brought the book which Bell had examined on previous occasions. A new page had been started, and under the headings of "Cash," "Bank," and "Accts. Payable," there were a number of entries.

"We have been debiting 'Cash' with the amounts received, and crediting it with cash paid out. We have now come to the point where we can use a 'Bank' column, and when a deposit is made we will credit 'Cash' and debit 'Bank.' Notice on line 56 that 'Cash' has been credited with $77.36, and 'Bank' debited with that amount. Now we are ready to use checks to pay ourselves and our bills, and the rest of the entries are for checks, which you and I will have to sign, and then the records made here will be complete.

"The debit side of the 'Bank' column will show the deposits and the credit side will show the checks. The difference between these will show the amount of money in the bank. There is no need of overdrawing, as we will always know how much money we have in the bank. I will not sign a check unless we have the money on hand.

"The 'Accts. Payable' column is to keep track of our purchases, and the book shows on line 63 that we have bought some paper from the Central Paper Company, and 'Accts. Payable' has been credited with the amount. On line 70 a check is recorded, showing the amount to be less than the bill, as we have taken the cash discount. The full amount of the bills or invoice is debited to 'Accts. Payable,' and by carrying out such transactions for a month we will know exactly how much we have bought, how much we have paid for, and how much money we have in the bank.

"Instead of guessing at what we are doing, this will tell just what we are doing. And that is something I believe in. What do you think of it?"

"In consideration of the possible feelings of Mamie, I will not express my feelings," Bell blurted out, "but may I inquire how much more damphool bookkeeping and other stunts you are going to pull off?"

"Just as many more as will put this place on a right business basis and make us able to answer intelligently questions asked by those from whom we buy, get us rated in Dun's, Bradstreet's, and another book they call Typo or something, and enable us to know whether we really are making any money or not."

"Perhaps," Bell sarcastically said, "you will also have time for other work besides this!"

"Mr. Bell," Smith said with determination, "you have not been asked to do one thing more than before, and you get your salary every week. You will not be asked to do any of this work, which really amounts to but a few minutes each day. The only thing you will probably be asked to do is to share some of the profits that will come from this concern, because I am out to make some money. Otherwise you need not trouble yourself."

Could it be possible John Smith meant it? Could it be possible John Smith was really angry?

Mamie industriously set type, while Bell gaped at Smith with astonishment and did not recover himself until Smith had gone back to one of the job presses and begun to wash the ink plate.

Bell turned and looked at Mamie and Mamie looked at him, then grabbing his pen he began to write an editorial. And thus ended the first *near* quarrel in the firm of Bell & Smith.

SOMETHING NEW IN ADVERTISING CONTESTS.

A piece of newspaper advertising a little out of the ordinary has appeared once each week for some time in a certain daily.

The whole, comprising about a third of a page and enclosed with a border, contains the smaller individual advertisements of twenty-five different merchants. The advertisements are to run in this way until they have appeared together for twenty-six weeks. A contest rather unique in form is a part of the plan of the grouped advertisements. Displayed in the center of the collection are the rules of the contest, and a blank coupon to be filled in by the entrant. The explanation reads in this fashion: "Color the outlined advertisements which represent trade mark articles or packages. Use water colors or crayons, but you must color each advertisement. The prize winners in any week will not be permitted to compete for thirty days. Fill out the coupon in full; mail or bring this page to the contest manager. Answers must be at the office by 6:00 P. M., Thursday, each week. Six dollars in prizes will be awarded each Saturday."

The prizes given each week — three in number — for the most part are articles of merchandise purchased from some of the twenty-five advertisers represented. Each week's prizes are enumerated in the center of the group at each appearance of the collection of advertisements, together with the names and addresses of those receiving awards the preceding week.

Quite a bit of interest has been displayed in the contest. And the repetition of the twenty-five advertisements week after week for twenty-six weeks is sure to place the names of the advertisers firmly in the minds of a great many readers of the paper.—*Contributed by John E. Allen.*

A PUZZLE FOR PRINTERS.

As a relaxation from their work and to give their wits a chance at play, the following "magic square" puzzle is offered:

225 E	226 I	227 S	228 I	229 N	230 G
231 U	232 R	233 H	234 T	235 W	236 L
237 B	238 O	239 E	240 O	241 P	242 E
243 T	244 L	245 D	246 R	247 G	248 I
249 N	250 R	251 F	252 T	253 I	254 B
255 E	256 T	257 Y	258 N	259 E	260 B

The idea is to rearrange these squares of figures and their accompanying letters so that —

1.— Crosswise, downward and diagonally from opposite corners the rows of figures will each total 1,455;

2.— The letters, read from left to right, will form a sentence mentioning a notable typographic event of the year 1455.

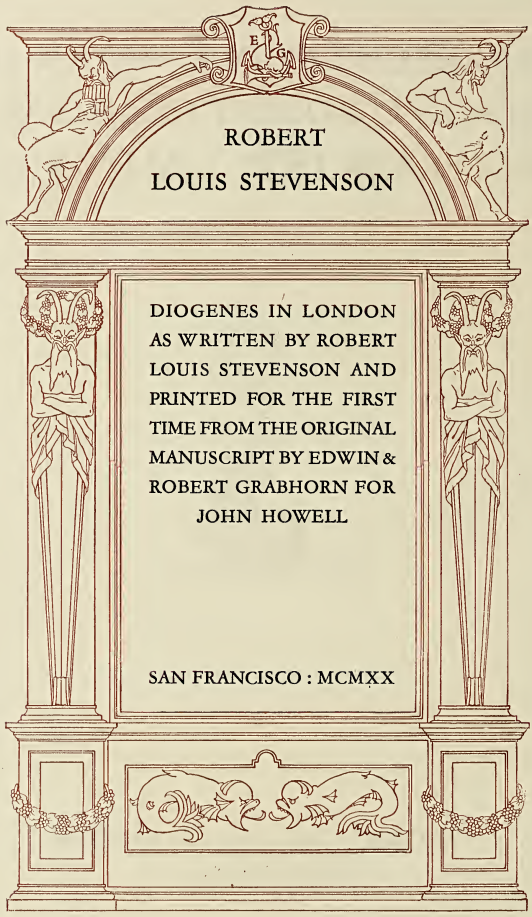
The solution will be published in the issue for August.

Credit for this puzzle is due to Carl Deubel, a contributor to the *Deutscher Buch-und Steindrucker*, Berlin. However, an English sentence has been substituted for the original German one.—*Contributed by N. J. Werner.*

REPRESENTATIVE WORK OF EDWIN & ROBERT GRÄBHORN SAN FRANCISCO · CALIFORNIA



CHICAGO · THE INLAND PRINTER
JUNE · MCMXX



ROBERT
LOUIS STEVENSON

DIOGENES IN LONDON
AS WRITTEN BY ROBERT
LOUIS STEVENSON AND
PRINTED FOR THE FIRST
TIME FROM THE ORIGINAL
MANUSCRIPT BY EDWIN &
ROBERT GRABHORN FOR
JOHN HOWELL

SAN FRANCISCO : MCMXX

A DEFENSE OF THE DILETTANTE: AN ARGUMENT BY GEORGE CHAMBERS CALVERT.



HERE is no doubt that the dilettante needs a champion. He is in bad odor with both the artist and the business man. To the one he is a mere dabbler, a tyro, an 'amateur' with every scornful implication of the word. To the other he is an irrational person who neglects the serious concerns of life — the pursuit of money or professional celebrity — to follow a foolish enthusiasm for beauty. In the thought of the many he has fallen into bad company and is associated in a common opprobrium with the jack-of-all-trades. Verily the dilettante is in a bad case.

And has he any defense — this impertinent fellow who pretends to judge a picture and, in the more advanced stages, probably 'sketches a little himself'; who criticises Paderewski's interpretation and, it may be, 'plays a little for his own amusement'; who talks glibly about lines and values and composition and protests he is so sensitive to color that the sight of a magenta dress makes him ill; who shudders at a discord and seems possessed of a mania for collecting preposterous Japanese prints and old rugs that the Persians are glad to sell to the rag-man — is it possible to find an excuse for him?

The prophet of the political campaign is wont to claim for his favored candidate a landslide in every doubtful state and is jubilant if he wins by a scratch. The professional advocate claims for his client spotless innocence and is rejoiced if he succeeds in raising in the minds of the jury a more or less reasonable doubt of

The · Printing · Press

A little publication
issued occasionally to lovers of
Good Printing



San Francisco : Edwin & Robert Grabhorn
February 20, 1920

THE SUPREME IMPORTANCE OF THE PRINTING PRESS IS TO BE RECOGNIZED IN THE ENORMOUS PART WHICH IT PLAYED IN THE DISSEMINATION OF FACTS & IDEAS. THE SHOP OF THE MASTER PRINTER WAS, AS IT WERE, THE MODEST FOUNTAIN-HEAD OF MIGHTY STREAMS WHICH, FLOWING OUT PERPETUALLY, CARRIED WITH THEM FAR AND WIDE THE WISDOM OF THE PAST & THE BOLDEST SPECULATIONS OF THE PRESENT

William Henry Hudson in the
Story of the Renaissance

THE PRINTING PRESS

MARCH 20, 1920



ALDUS MANUTIUS — FROM THE STORY OF THE RENAISSANCE BY WILLIAM HENRY HUDSON

THE STORY of the early printers of Italy makes an interesting chapter in the annals of humanism. Though I cannot take the space to retell it here, something must be said about the most famous of all the great Italian printing houses — the Aldine establishment at Venice. ¶ Its founder was Teobaldo Manucci, who, after the fashion of the time, Latinized his name into Aldus Manutius, whence he is now generally known as Aldo Manuzio. Born in 1450, he devoted himself in early life to Latin and Greek studies, and was for a time tutor in the family of the Prince of Carpi. One of his pupils, Alberto Pio, provided him with the means of executing the great plan which he presently formed: that of printing the whole of Greek literature. A few Greek books had already appeared from Italian presses, but nothing comparable with Aldo's gigantic project had yet been dreamed of. He settled in Venice in 1490, and was soon busy with the organization of his establishment, which was something more than a printing office, for his Greek types were

THE IDEAL BOOK, WE SHOULD UNderstand, is a book not limited by commercial exigencies of price: we can do what we like with it, according to what its nature, as a book, demands of art. But we may conclude, I think, that its matter will limit us somewhat; a work on differential calculus, a medical work, a dictionary, a collection of a statesman's speeches, or a treatise on manures, such books, though they might be handsomely printed, would scarcely receive ornament with the same exuberance as a volume of lyrical poems, or a standard classic, or such like. A work of Art, I think, bears less of ornament than any other kind of book; again, a book that must have illustrations, more or less utilitarian, should, I think, have no actual ornament at all, because the ornament and the illustration must almost certainly fight. ¶ Still whatever the subject matter of the book may be, and however bare it may be of decoration, it can still be a work of art, if the type be good and attention be paid to its general arrangement. All here present, I should suppose, will agree in thinking an opening of Schoeffer's 1462 Bible beautiful, even when it has neither been illuminated nor rubricated; the same may be said of Schussler,

THE VERSE & DRAWINGS OF J · REYNOLDS



San Francisco
Edwin & Robert Grabhorn
1920

JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

XV — THE USE OF ORNAMENT.*

DOUBTLESS one of the most difficult questions which confront the compositor or other designer of type display is the use of ornamentation. When to use decoration, what kind to use, and to what extent it may be employed, are variations of this question that come up for consideration with almost every piece of type composition. In the final analysis, type display is good or bad in proportion as it affects the human mind; in fact, the entire object of its use is to influence or interest that mind. Every device by which the mind may be influenced must be taken advantage of if the maximum of effectiveness in type display is to result.

We can not deny the effect of ornament on the mind; it is primitive. This is proved by the fact that as soon as children begin to notice things at all they show a preference for those that are ornamental. Nor is this preference lost — although probably tempered — as they grow to maturity. If it were, we would have no rings, no diamonds, no lace, nor anything else worn by men and women to set off and embellish their plain clothing. The most beautiful cloth in color and texture requires ruffles, lace and trimming of some sort or other before it makes an acceptable dress. In like manner, type display set in the most beautiful faces is heightened in effect when it, too, is *sensibly* set off with ornament.

The function of ornament in type display is therefore mainly to attract. This it generally accomplishes by adding beauty to the effect, by making the display more elaborate.

That ornament may exert this attractive force without supplying beauty or elaborateness is plainly shown by Fig. 1. In fact, the entire object of the round ornaments in this instance is to attract the eye, which, we must admit, they do quite effectively. While the ornaments in this instance can not be said to add to the beauty of the display, or to make it more elaborate, they do make the effect more pronounced. However, it is the bold round spots rather than any pronounced effect of the whole display that grip the eye and direct it to the small advertisement of *The Atlanta Journal*. The power of ornament to attract seems hereby established, and that proves it supplies one of the essentials of successful type display.

*Copyright, 1920, by J. L. Frazier.

The Atlanta Journal
Atlanta, Ga.

—Any advertiser who uses a product of the cotton plant will find the Rotogravure section of The Atlanta Journal, September 14, of deep interest.

A few copies are held for free distribution to early applicants.

Advertising in The Journal Sells the Goods

FIG. 1.

Of the utilities at the disposal of the printer for the embellishment of type display, three have already been discussed — rules, decorative borders and initials. While these three serve definite practical purposes — as shown in the articles relating to them — they also embellish the page or design in which they are employed. There remain for consideration those purely decorative characters, specifically known as ornaments, the utilitarian value of which is secondary to the ornamental. Consideration will at this time be given to these devices as we discuss the subject of the use of ornament as a whole in a broad and general way.

The first thing to learn about ornament in type display is not to use too much of it. Even as in clothes, too much ornamentation is cheap looking and gaudy, although in type display the ill effect of too much decoration goes even farther in the handicap that it may place upon the type, which we must always remember as being the most important part of our displays. In the period around the year 1885, now sometimes referred to as the "Dark Age" of American printing — when typography was at low ebb — ornament was quite the dominant feature of type display. He was the best printer who could cram the most short rules, bent rules and ornamental devices into a design. The freakish type faces in use at that time emphasize the attitude of the printers of the period.

Plainly they did not look upon type as having been made to convey information and therefore that it should be easily read. The typography of the period would suggest that printing was simply a means of providing typographers with diversion in their efforts to see what weird and painfully intricate patterns they could weave with type, rules and ornaments. Fig. 2 is a fair example of the work of that period, and, to make it all the worse, it was originally printed in five colors and gold.

It is not necessary to go back to the "Dark Age" for examples of printing that are too ornate. As late as 1912, when much fine printing was being done, there were printers who had not yet seen the light. We have selected for an interesting experiment the cover page of a school catalogue produced at that time. This page (Fig. 3) indicates a total lack of restraint in the use of decorative material. Instead of being easy to read, as good type display must be, this cover design is quite the reverse — the decoration is by far the most prominent feature. The reader is compelled to ferret

out the reading matter from the maze of ornament intermingled with it. In the resetting (Fig. 4), the reading matter is made the most prominent feature of the page. The design, it will be seen, is much more simple and much more easily read — it answers the purpose better in that it conveys the message to the reader in a much clearer manner.

However, while Fig. 4 is neat it might be considered too weak for a cover, or too commonplace — in fact, scarcely pronounced enough. We have made it strong and pronounced in Fig. 5 by the use of ornament in the form of a border which covers practically the entire page. Why, it may be asked, is Fig. 5 not too decorative? Plainly there is as much ornament in it as in Fig. 3. A comparison of Figs. 3 and 5 as to the effect of ornament brings up

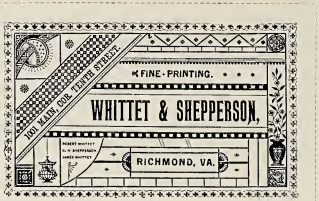


Fig. 2.

to be pleasing to the eye. Shape and tone harmony are essential between type and ornament if attractive results from the combination are to be attained. As both shape and tone harmony were thoroughly covered in the articles devoted to those subjects, further attention to these particular features is not required at this time.

There remains for consideration the matter of appropriateness, by which we mean that the ornament if suggestive at all should not suggest something foreign to the subject treated in the display, as, for instance, the grape ornaments on the page relating to gas engines (Fig. 6). Many ornaments which are of general significance are supplied by the typefounders. These can be safely used on printing pertaining to almost any subject. In the design of these neutral ornaments



Fig. 3.

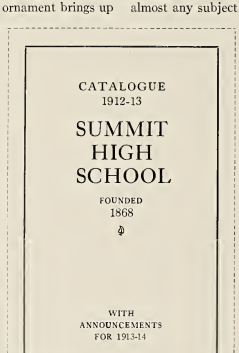


Fig. 4.

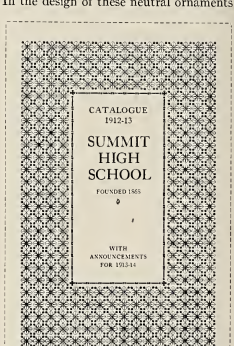


Fig. 5.

an interesting point: When a closely knit decorative pattern is run over an entire page, leaving but a panel for the type, as in Fig. 5, the decoration in itself does not offer the attraction to the eye that the number of separate and distinct ornaments do in examples like Fig. 3. The all-over decoration forms a background for the type in the panel and is therefore not offensive, while the individual ornaments of Fig. 3 act as counter attractions to the display. While the decoration in Fig. 5 covers a large portion of the surface of the page, the fact that it is of a repeating pattern and forms a background for the type matter makes it much more pleasing than the unrelated, individual decorative spots of Fig. 3.

The advisability of restraint in decoration established, certain other considerations must be given if even then the work is

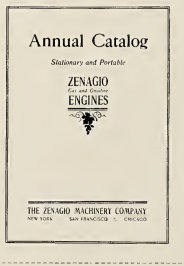


Fig. 6.

leaves and flowers have furnished the chief motifs, and, when conventionalized, make acceptable ornaments. Fig. 7 shows a group of ornaments simplified according to artistic principle and thereby made conventional. Such ornaments, moreover, are more pleasing in connection with type than those in which a natural effect is attained by perspective and shading, as in Fig. 8. Nothing here stated should be construed as an inference that illustration is undesirable, for obvious illustration is one of the most effective and desirable means of telling the story in advertising as in everything else. It has been well stated that a good picture is worth a thousand words and that a picture will express a point far quicker and better than words. But illustration as illustration, and illustration as ornament, are two widely different points, and the

illustrative ornaments so much used in years past can not be said to be either illustration or ornament, as reference to Fig. 8 will quickly show. As illustration is not supplied by the printer, it is without the province of the writer to treat of it and well chosen ornament advantageously placed to occupy space not required for type, and it thereby obviates any tendency toward vacuity. The ornament gives character and dignity to the composition, while the generous space allotted to



Fig. 7.



Fig. 8.

further than to say that just as with ornament it should harmonize with the typography, be appropriate and be pleasing to the eye. With a wealth of decorative material like the ornaments in Fig. 7, the typographer or other designer of type display will select his floret or other ornament — appropriate by symbol or general in significance — adapt his type display to the character of the device, or vice versa, select his paper and ink in accordance with these and the other requirements, and he will produce a beautiful and significant entity, adequately embodying the idea of the design.

Ornament is also useful as a space filler. This may be considered a subordinate, perhaps unworthy, position, yet it gives great opportunity to produce pleasing, interesting and striking effects in type display. The wealth of space at hand in those instances where something is required to "fill in" lest a blankness result gives margins that considerably augment the beauty of good ornament. If the device has any bearing in appropriateness on the subject of the display, the space filler becomes in effect the heart of the whole composition. Fig. 9 is an example of a refined



Fig. 9.

it acts as a setting to greatly enchance its effect as a device. The strength of a good piece of ornament is not in proportion to its size. Like a blackbird against a field of drifting snow, it can not be missed — it is sure to be found and noticed.

While vacuity may be escaped by a touch of decoration thrown in with studied carelessness, it is sometimes well to fill the space completely or at least in such manner as to preserve the measure of the composition, as in Fig. 10. With all type lines of equal measure, consistency is secured, as shown in this specimen, by the use of a device which is of the same measure as the type.

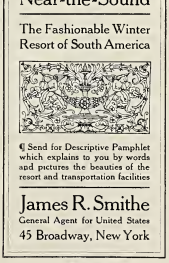


Fig. 10.

Ornament is also of great value in giving shape, and thereby grace, to a type group, even while functioning as ornament for its own sake. We will readily agree that the page (Fig. 11) would be very severe and commonplace were it not for the ornament, which, with the type lines above, forms a perfect inverted pyramid of the design as a whole, even as the ornament itself is an inverted pyramid. In Fig. 12 the ornament not only finishes off the upper group of type but also fills space that might otherwise prove embarrassing with the style of type arrangement followed, and it furthermore



Fig. 11.



Fig. 13.

directs the reader to the firm name below. Would Fig. 11 and Fig. 12 be considered good pages without the ornaments? We venture to state that a great proportion of their effectiveness would be lost if the ornaments were taken out. The reader can cover the ornaments with strips of paper, and determine for himself whether or not they fulfil a useful purpose. The practice of adding to and taking away from examples of type display that come to the attention of those engaged in the business and art of typography is a good one. To go farther, cutting apart and rearranging sections or units of a composition is the most instructive of experimental work that one who is interested in the arrangement of type and utilities can engage in.

Just as there is greater danger of having too much rather than too little decoration, so there is greater danger of selecting ornament that is too large than too small. The ornament in Fig. 13 is entirely too large, especially since it has no significance in connection with the concern or subject advertised. It quite dominates the page, and the effect is to draw the eye down and away from the important matter above. With Fig. 5 this example provides an interesting comparison: The extent of the ornament in Fig. 5 is greater than in Fig. 13, yet it does not handicap the display in the former as is done in the latter, because

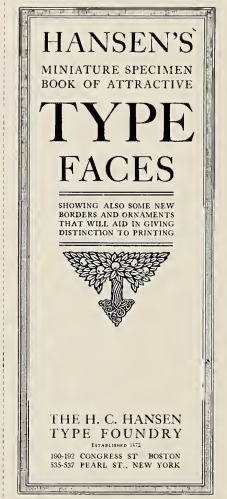


Fig. 12.

it *surrounds* the type set in a panel of white. It focuses the eye upon that type by reason of the contrast of white with gray. In Fig. 13 the ornament is set *inside* the relatively weak border and does not provide contrast to the advantage of the type as in the case of the border in Fig. 5.

If there were fewer words in Fig. 13, set in much larger type, the ornament might not be too large, but in proportion to the size of type in this title page it is entirely too large. It seems plain that the size of the page, or space, does not have so important a bearing on the size or extent of the ornament as the condition of use and the size of the other units in the composition.

It will therefore be seen that no rules may be laid down to govern the extent of decoration. In the final analysis it is a matter pertaining to the individual display and the manner of applying the decoration. One's taste and judgment should tell him when the decoration hampers the effectiveness of the type, when the attention is held more by rules and ornaments than by the words, or when the decoration is so intermingled with the type that the whole becomes a confusing jumble.

If the suggestions here given stimulate careful thought, observation and experiment all will be accomplished that could be expected.

SPECIMENS

BY J. L. FRAZIER.

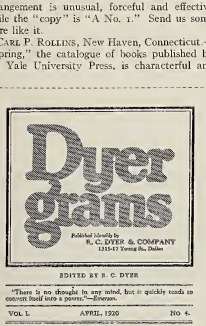
Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

A. C. ROHN, Canton, Ohio.— All the samples of your work are excellent. We have no suggestions to make for their improvement. Display and arrangement are simple and effective. Presswork is also of a good grade.

LEE MORFORD, Deadwood, South Dakota.— Your compositor did exceptionally well with the two page poster for the New York Store. The display is strong and effective, all the text is easily read and the arrangement is orderly and neat.

ALBERT D. WILLIAMS, Fulton, Missouri.— "Clever" is the right word to describe the *Gazette's* advertisement "S'marvelous." The arrangement is unusual, forceful and effective while the "copy" is "A No. 1." Send us some more like it.

CARL P. ROLLINS, New Haven, Connecticut.— "Spring," the catalogue of books published by the Yale University Press, is characterful and interesting in appearance. We compliment you especially on the selection of type as regards both size and style with a view to maximum legibility.


Dyer grams

Published Monthly by R. C. DYER & COMPANY 1215-17 Young St., Dallas

EDITED BY R. C. DYER

"There is no thought in any mind, but it quickly tends to convert itself into a poem."—Emerson.

VOL. I. APRIL, 1920 No. 4.

April

The first month of Spring! The season of increasing warmth and of eager luxuriant growth of tender things long dormant. The favorite season of the poets, as note:

"April, April,
Laugh thy girlish laughter,
Then, the moments after,
Weep thy golden tears."

That from William Watson. And, back in the dawn of English letters, Geoffrey Chaucer warbled:

"Whan that Aprille, with his shoures sote
The droghte of Marche hath perced to the rote,
And bathed every veyne in swich licour,
Of which vertu engendred is the flour;"—
And so on.

Nor is the poet the only individual to feel the divine influence of the fire of spring. In the spring the young man's fancy lightly turns to thoughts of love, and he seeks him out a lady fair; or, if we hold to Shavian theory, let us say that the lady fair seeks out the young man!

However that may be, the sparks from Cupid's

First text page of interesting house-organ issued by R. C. Dyer & Co., Dallas, Texas, of which firm James C. Masterson, formerly of Kansas City, is a member.

JAMES H. ROOK COMPANY, Chicago, Illinois.— *The Shoppers' Blue Book* is an attractive and interesting publication, exceptionally well planned and printed. A feature of the publication is the typography of the advertisements, not the least attractive of which is the one for your company, the printers.

GEORGE O. MCCARTHY, Hartington, Nebraska. — Business cards for the National Barber Shop and F. W. Wienman are decidedly "snappy," and they have considerably more publicity value than is usual in such forms. Illustrations, as used, help immensely. You surely improved the electrician's letterhead.

G. A. HAMON, Kitchener, Ontario.— Our compliments on the attractive form of application for membership in The Craftsman's Club. It would be difficult to improve upon the treatment you have given it, which is appropriately dignified and artistic. The "Crucifixion" poster is forceful and attractive, and should prove effective advertising.

CARBERRY & REED, Chicago, Illinois — The advertising prospectus for *The Chicago Tribune* is handsome and impressive. The design and typography throughout are excellent, and the presswork is above reproach. These good qualities, combined with a high grade paper stock, provide a piece of advertising that is certain to prove effectual.

ERNEST E. ADAMS, Kingston, Ontario.— It's like old times to look over your excellent work again, a privilege we have been denied the past three or four years. Apparently you have not "gone stale," for we note the same old clever touch, handicapped somewhat, perhaps, because you do not have the facilities in type that you had at Montreal.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.— Thank you for the samples of excellent work you have done with the MacGregor-Cutler Printing Company. No better work is being done today. The catalogues and booklets for the Westinghouse Electric & Manufacturing Company are especially fine, presswork being of an exceptionally high grade.

STANLEY B. MOORE COMPANY, Cleveland, Ohio.— Your blotter house-organ, *Cleveland Advertisers*, is exceptionally interesting, and ought to prove good publicity for an establishment such as yours, specializing in advertising printing and ad. composition. Our only criticism would be that the type is too small, but, of course, the limitations of space on the blotter make a much larger size out of the question if much matter is to be carried.

HENRY NIDERMAIER, Youngstown, Ohio.— Especially attractive among the specimens you have sent us are the advertisements for The Edwards & Franklin Company. The variety of treatment accorded similar copy in the same size of space by different arrangements and type faces is a commendable feature and shows that you are alive with typographic ideas. The title page of the program for St. David's Society is characterful and interesting in appearance.

THE DENVER ROCK DRILL MANUFACTURING COMPANY, Denver, Colorado.— Those six blotters you sent us are decidedly striking and are bound to get attention in any company. In work of this nature the strong colors used have a decided advantage, and as the type matter is set within open white space the wide borders in color do not have a bad effect on the reading. We compliment the writer and the printer, both of whom have given sensible attention to their parts of the work.

RALPH WAGNER, Chicago, Illinois.— We compliment you on the general excellence of the composition in all work done by you with the C. R. Randolph Company. Good taste and good judgment were exercised, and as a result the specimens are pleasing in appearance and forcefully dis-

Appearance

Appearance is a powerful factor in winning favor. "Handsome is as handsome does"—yes—but when it BOTH "is" and "does," then opens a straight path to business confidence and friendship.

Consider your stationery, business cards or advertising literature. Respect and results hinge largely on their finding favor.

How necessary that such a firm as *R. C. Dyer & Company* be consulted in helping you approach your prospect, your customer or your correspondent, with all points in your favor.

Long years of experience and thoughtful contact with the appeal and force of appropriate printing have given us exceptional grasp on the principles of typographic effectiveness. Your business—no matter what it is, or how big—can be advanced profitably by the shrewd application to it of our printing and advisory service.

And the R. C. Dyer & Company way of providing service is not simply to follow in the footsteps of others. Whatever the circumstances, we can help you capably.

If you want to talk of the proper "setting" for your letters or printed advertising, telephone X or Y 8755 for most speedy service—or mail the card.

R. C. Dyer & Company
Advertisers' Literature
Designing and Printing
1215-17 Young Street
Dallas

Display page from house-organ of R. C. Dyer & Co., Dallas, Texas, originally printed in bright blue and black.



Examples of high grade house-organs produced by The Barta Press, Boston, Massachusetts, reprinted from folder "Oil the File," issued now and then by that firm.

played, and also legible. The colors are also pleasing as a rule, and while the presswork on the average is not up to the standard of the composition it is very good, in fact thoroughly satisfactory.

L. Hawkesworth, Pittsburgh, Pennsylvania.— We can offer no suggestions for the improvement of the specimens you have sent us, in fact they appeal to us so effectively we would dislike to see a change made. The letterhead for the School of Life Insurance Salesmanship could not be made more dignified or pleasing. It is a pleasure to note what beautiful effects can be attained with attractive type faces set in simple form. Continue your present style, and you need not fear for the excellence of your work.

G. E. Hult, New York city.— Book advertisements designed by you are generally superior to most of this class of work. The large amount of matter is a decided handicap, and the fact that you have found a way to use legible sizes of type is commendable. The advertisement for "The Studio Graphic Arts Folios" looks hard to read on account of the exceptionally large block of solid matter. If this had been set in two columns instead of one, and if the paragraphs had been shortened, it would not look so difficult.

Chicago Heights Standard Printing Company, Chicago Heights, Illinois.— The announcement for Funk Brothers Manufacturing Company is attractively designed and well printed. The significance of the illustration, however, is not apparent. If it has no connection with the business of Funk Brothers it might create uncertainty in the minds of recipients. If the object of its use was only for decorative purposes to attract attention, and to add interest, it would have been better if an illustration or ornament of general significance had been selected.

Olive Leaf Press, Los Angeles, California.— There's a lot of character in the typographic specimens sent us for review. Without going too far in the matter of ornamentation you employ it to give effect and distinction, and your work is therefore unusual in a high degree. The ornament on the cover of Volume 1, Number 2, of *The Idea*, your small house-organ, could have been placed somewhat higher to good advantage. We would suggest illustration and ornament more appropriate to the business, however — something which would excite interest in your product, printing and advertising service.

James E. Masterson, Dallas, Texas.— Judging from the large collection of exceptional samples of advertising printing you have sent us, the advertisers of Dallas are "on their toes" and have a printing firm — perhaps others from whom we have not heard — that is in all respects capable of giving high grade service. If there is one dominant characteristic of your work, it is in striking effects, which, we must all recognize, is a very important one. If a strong impression is not made in the presentation, advertising has little chance of getting farther in this day when publicity is done in a big way and in unprecedented amount. Artwork is of a superior grade, type display excellent, colors are employed with rare skill, and fine presswork finishes off a product of which your firm and its customers may feel decidedly proud. Several examples typical of the characteristic style of your work with R. C. Dyer & Co. are reproduced.

Edward J. Herman, Indianapolis, Indiana.— The hand lettered advertisements for L. Straus & Co. are exceptional in the effect they create Because of their unusual and distinctive appearance they will gain the attention of every reader, if indeed that can be accomplished by any advertisement. The teaser advertisements published each day for a week before the page announcement of the agency for the Dunlap line of hats, which were in the form of conventional engraved announcements, are cleverly conceived and executed, They should have accomplished the desired purpose effectively.

Michael Zoglib, Olean, New York.— We note considerable improvement in your work since we reviewed it before. The most noticeable improvement is in the selection of type faces, as you are now using some very good light face styles. We believe you have come to the use of smaller sizes than was your custom before. We do not admire designs such as the title of the invitation for the Niagara Club, in which the title line is set diagonally across the page inside the rectangular border. Such lines do not harmonize with the squared page and plainly show they do not fit. The practice is time consuming without reward in the form of better work from any standpoint whatever.

Louis A. Lepis, Jersey City, New Jersey.— The advertisements, the type work for which you are responsible, reflect a fine sense of the fitness of things, in the manner in which typography is related to illustration and ornament. The George Batten Company, national advertising agency, is fortunate in having such a capable typographer as you to look after the type used in the productive advertising it issues. Your good taste



Unusual cover of interesting booklet produced by R. C. Dyer & Co., Dallas, Texas. Printed in black (reverse plate) and bright brown (lettering) on dark brown cover stock.

in type selection is further evidenced in the frequent use of Caslon and Kennerley. When better type faces than these are available you will be one of the first to use them, but, until then, we can trust you to make generous use of these recognized leaders.

J. W. Short, Ottawa, Ontario.—Seldom do we have the pleasure to examine a handsomer booklet than "Electric Power in the Eastern Townships." Cover and title pages are striking and beautiful at the same time, the excellence of the designs being enhanced greatly by the selection of pleasing colors for printing. The border treatment on the inside pages is decidedly clever, being a reverse plate embodying illustrations that typify the industry. The soft blue used for printing this wide border—solid except for the reversed illustrations—was an admirable selection, as with a strong or warm color the effect would have been bizarre. Presswork is excellent throughout, as is also the composition.

Devantier Printing Company, Mount Clemens, Michigan.—Your letterhead is striking and is designed in good taste. Although somewhat "fussy," owing to the character of the design as well as because of the several embossed panels, it nevertheless attracts the eye forcefully and, as the colors are pleasing, it must be considered a very good example of unusual letterhead treatment. The cards on which panels have been blind embossed are decidedly pleasing. We are sure you will agree with us, however, that the simple examples of the embossed patterns are the more pleasing. We dislike the idea of setting a line of display at an angle. This is done on the title of your folder "Service," and the effect is not nearly so pleasing as if the line were set horizontally, as in the remainder of the design.

Earle L. Thompson, Galesburg, Illinois.—The booklet, "Galesburg—the City of Schools and Churches," is attractive in a general way, the cover design being interesting and forceful. If we had been designing this piece of work we would have handled the text pages differently. The type is too small. The margins are wider than necessary for a page of the size in question, and, rather than have set the matter in such small type, we would have eliminated the border and used initial letters to supply color—and perhaps a running head, partly in color—in order to gain space for larger body type. If the halftones had been outlined and vignetted they could have been set in the margins, thereby providing an interesting effect while saving space so necessary in this instance. Presswork is very good indeed.

R. H. Orthoefer, Columbus, Ohio.—The catalogue, "Jeffrey Machinery for Every Industry," is attractively gotten up, the cover being both striking and pleasing, due to the unusual but harmonious colors employed. The illustrations are unusual in the manner in which Jeffrey machinery is emphasized in views where other machines also appear. This is accomplished simply and effectively in the following way: A tint block in light buff is printed on the pages, and over this type and halftones are printed. The tint blocks are cut out where Jeffrey machinery appears, so that the machines appear gray. The difficulty of handling numerous odd sizes of cuts on a page is generally quite admirably overcome. Presswork is of a good grade, weak in spots unfortunately but on the whole quite above average.

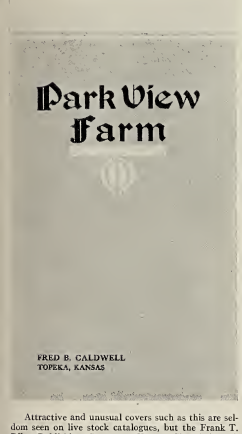
Frank T. Riley Publishing Company, Kansas City, Missouri.—The live stock catalogues you have produced are a revelation. We have often wondered why men capable of raising blooded stock which sell sometimes for thousands of dollars a head could use advertising that would be an injustice to a junk dealer. After examining the fine catalogues you have produced—one of which is here shown—we are beginning to think these breeders used poor printing because they couldn't find a printer who appreciated the importance of their business. Suffice to say nothing is today advertised by better printing than the blooded live stock of the breeders for whom the Frank T. Riley Publishing Company does the printing. Artwork, layout, illustration, presswork and paper are all of the highest grade and do ample justice to the fine product.

Alfred B. Kennedy, Oakland, California.—More attractive printing we could not ask to see. The work you are doing is of the highest grade. Several beautiful specimens are reproduced on this page.

Richard V. Barry, Holyoke Vocational School, Holyoke, Massachusetts.—Specimens done by students under your direction are excellent. We admire especially the careful thought evidently given to display and emphasis, which is especially apparent in the posters announcing lectures and other forms of entertainment at the school. Strong as the display is on these forms they are neat and dignified, due to the excellence of the type face used, Caslon, and to the simplicity of arrangement. The title pages



Characterful typography by Alfred B. Kennedy, Oakland, California.



Attractive and unusual covers such as this are seldom seen on live stock catalogues, but the Frank T. Riley Publishing Company, Kansas City, Missouri, specializing in this class of work, believes the stock breeder deserves the best.

are also very neat. The work, in so far as both composition and presswork are concerned, measures up to the standard of that done by the better class of commercial houses, which means the boys securing instruction in the school will start in active work without serious handicaps. We commend you and the school on the evidence of progress that these specimens of students' work provide.

WILLIAM C. FARR, Bayonne, New Jersey.—However often we think we have a line on all the really clever typographers of the country our idea "gets knocked into a cocked hat" when some fellow we have never heard of sends in a batch of specimens that would win the admiration of De Vinne. Your work in type display measures up with the best, and quite happily that typography is enhanced with rare taste in the choice of colors for printing and excellent presswork. The work is clean, interesting and decidedly pleasing in all respects. A number of specimens are reproduced.

G. G. MORGAN PRINTING COMPANY, Phœnix, Arizona.—The dance program for The Phœnix National Bank is too large. Dance programs should be small for convenient handling. The ornament on the title page is placed too low. In the center of the page, half way between the two groups of type, it violates proportion and balance. Proportion is, simply, a pleasing inequality of parts and there can be no proportion with equality, as it provides monotony of appearance. While balance is in the center horizontally it is above the center vertically, therefore when the bulk of a design is near or below the center the design appears bottom heavy, as in this case. While the blotters are a little "fussy" it is excusable because of the nature of the form, which must depend for results on quick attention with a minimum of copy.

OTTO H. WISE, Cleveland, Ohio.—We consider the name of Mr. Mielziner is sufficiently prominent on the revised setting of the announcement for The Halle Brothers Company. It is emphasized quite effectively, although not set in as large type as you originally had it. The text matter could have been shaped to better advantage. The three lines underneath the name of Mr. Mielziner could have been set in shorter measure, even though an additional line might be required. This would provide a better shape, and by the addition of white space near the ends of being indented. The remaining specimens are especially attractive as to display and presswork.

H. C. GRESHAM, Parker, Kansas.—Your letterhead for the *Message* is very poor indeed, both in appearance and in legibility. So much of the matter is in the same size and style of capital letters that it is impossible for a reader to grasp the several features at a glance, as should be the case in small forms of this nature. The arrangement is careless and indicates that the work was done without a definite plan. The name of the paper is "buried" with the words "Publishers of," which should be smaller in order that the name of the paper — which is important — would stand out. The block letter does not harmonize with the roman capitals, the two styles in combination providing a very disagreeable effect. You should study the advantages in emphasis and clarity to be attained by variation in size of type and by changes from all capitals to capitals and lower case, and italic of the same series.



A group of attractive cards and tickets by William C. Farr, Bayonne, New Jersey.

WILLIAM C. FARR, Bayonne, New Jersey.—However often we think we have a line on all the really clever typographers of the country our idea "gets knocked into a cocked hat" when some fellow we have never heard of sends in a batch of specimens that would win the admiration of De Vinne. Your work in type display measures up with the best, and quite happily that typography is enhanced with rare taste in the choice of colors for printing and excellent presswork. The work is clean, interesting and decidedly pleasing in all respects. A number of specimens are reproduced.

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OTTO H. WISE, Cleveland, Ohio.—We consider the name of Mr. Mielziner is sufficiently prominent on the revised setting of the announcement for The Halle Brothers Company. It is emphasized quite effectively, although not set in as large type as you originally had it. The the name of Mr. Mielziner it would be more emphatic. The four lines would be as follows: (1) "Will Display"; (2) "Advanced Novelties in"; (3) "Spring and Summer"; (4) "Furs." The words "at the" are not necessary. The bottom paragraph would be better, we believe, if the heading were set across the top instead of



Besley & Pike, Limited, Brisbane, Australia, is a progressive printing-advertising concern across the Pacific Ocean that places the stamp of cleverness and distinction on everything produced in the plant. This is a sample.

H. C. GRESHAM, Parker, Kansas.—Your letterhead for the *Message* is very poor indeed, both in appearance and in legibility. So much of the matter is in the same size and style of capital letters that it is impossible for a reader to grasp the several features at a glance, as should be the case in small forms of this nature. The arrangement is careless and indicates that the work was done without a definite plan. The name of the paper is "buried" with the words "Publishers of," which should be smaller in order that the name of the paper — which is important — would stand out. The block letter does not harmonize with the roman capitals, the two styles in combination providing a very disagreeable effect. You should study the advantages in emphasis and clarity to be attained by variation in size of type and by changes from all capitals to capitals and lower case, and italic of the same series.

BESLEY & PIKE, LIMITED, Brisbane, Australia. —There's a lot of originality in the specimens you have sent us; they are clever and unusual in a high degree. One of the most striking of these forms is reproduced.

K. LEROY HAMMAN, Oakland, California.—The advertisements are excellent in all physical respects, and, so far as we feel capable of judging, in a publicity way as well. The series of bank advertisements illustrated with photographs of local representative industries photographed from an aeroplane are unusually effective for that reason. They are bound to obtain attention and prove interesting. The care given typography is commendable. Too many advertisers discount the value of good typography, apparently thinking art and copy of prime importance. As a result much of the advertising, and especially newspaper advertising, is difficult to read. We can not see how any one can think that an idea which is difficult to grasp is going to be impressive, yet on all sides we find advertising losing its effectiveness by reason of the difficulty experienced in reading it.

THE PRINTER'S PUBLICITY

BY H. W. SMITH.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

What to Say and How to Say It.

The printer, about to present his claim for business — that is, his advertising — to the potential user of his line, is likely to become conscious of two phases of his problem. In fact, ad. writing in all lines may be reduced to two simple postulates. (1) What shall I say? and (2) How shall I say it?



FIG. 1.

Should he rely mostly upon words, No. 1 becomes to him largely a matter of writing that with which he himself is thoroughly familiar and which strikes a responsive chord in his reader. Good advertising demands that this be related to the goods and the service of the advertiser.

Pictures, accompanied by a few words, may tell — or help to tell — the story effectively, if simply conceived and well executed.

"The Dress of the Message" is another designation of postulate No. 2. Important though it is, this, in the opinion of the writer, is emphasized by printers at the expense of No. 1.

A. B. Dewes Printing & Stationery Company.

Note the deadly mediocrity of such an appeal as: "Why bother with detail? There's a lot of troublesome details connected with the production of effective direct advertising. Often it burdens some executive of your company who can ill afford to spare the time.

"That is why many important firms let an organization like the A. B. Dewes Printing & Stationery Company handle the work *complete* — subject to an O. K. at the important stages."

The effectiveness of the design, including the attractive cover (Fig. 1) of the March issue of *Points*, the monthly brochure of the A. B. Dewes Printing & Stationery Company, St. Louis, is paralyzed by the unimpressive reading matter.

One sentence from the above quotation offers the germ of a possibility for the stimulation of imaginative interest: "Often it (detail) burdens some executive of your company who can ill afford to spare the time."

The Herald Press, Ltd.

How would the writer of the leading article in the April issue of *Graphica*, issued by The Herald Press, Ltd., Montreal



FIG. 2.

and Toronto, have handled the above possibility? Under the heading "What the President Found Out," attention is focused on the *you* side of selling, not on the *we* side, as follows:

"Look at these," snapped the president to his sales manager seated beside him, as he pointed to a number of reports lying on his desk. "Here it is June, half the year gone and our men are selling just about the same amount of goods as they did last year. To make matters worse," continued the president, "their expenses are nearly double as much as then. If you think we can pay such prices for business you are badly mistaken. Frankly, John, I am surprised at your lack of ingenuity in meeting the problem. According to your own plans we were to do more business to offset this expense."

"But," broke in the sales manager, "let me explain."

"Explain nothing," almost roared the chief. "I should think you would have hit upon some plan during these six months. Look at Campbell — they have increased their business right along, and their men are getting business every day in territory that we were working before they started their factory. And there's Johnson; why, if they keep up at their present rate they will be running all night to fill their orders. And here we are going in the hole every month because our men don't see more people and sell more goods."

"Well, sir, there's no one to blame for this but you," replied the sales manager, with rising color and a glint of fire in his eyes.

"Me to blame," snorted the president. "You are the sales manager and responsible for that department, and you can't back water like that — you will have to dig up a better excuse than this," roared the president, now greatly aroused. "You——"

"Wait. Now listen," broke in the sales manager, regaining his composure. "It happens that I know how Campbell's men and Johnson's men find time to see more people and get more orders; and, furthermore, I tried to induce you to adopt the same methods they use on several occasions. But no," went on the sales manager, "you were too conservative. To quote your own words, 'We have been getting the big end of the business in our line for years and we are so firmly established that we need not fear these younger competitors.'"

"Yes, I recall saying that," answered the president more calmly, but with a puzzled look. "What's that got to do with our competitors' methods?"

"Everything," smiled the sales manager. "You remember how I came to you time and time again with a direct by mail sales campaign. I had gone to great trouble to get up a series of folders and booklets to send out at regular intervals to keep our customers and prospects sold on our line; and I designed and got up a number of interesting booklets for our dealers to use among their customers, so as to build up a trade for them in our goods, but" — here he looked at the president sharply — "you were continually throwing up to me your theories of 'having the trade tied up,' and refused to even consider my scheme of 'wasting money,' as you called it. Well, to put it frankly, both Campbell and Johnson understood the psychology of selling a little better than you, and used direct by mail selling literature — driving the customer to the dealer and compelling him to stock their lines; and when one of their men would call they were given preference, because the prospect had been sold on their line with mail sales literature before their men called. Consequently, *our* men are left to cool their heels outside while *their* men are invited in and get right down to brass tacks — wasting no time, seeing more prospects and selling more goods."



FIG. 3.



FIG. 4.

Of course the president came down off his "high horse" and got busy making up lost time on direct by mail stuff. In concluding this interesting narrative, let us note how The Herald Press, Ltd., cashes in on it. We find this modest paragraph at the close:

"Our business is to plan, write and print the sales literature that creates favorable opinion towards your goods or your service. We would be glad to talk it over with you."

Gatchel & Manning, Inc.

Some of the means of expression that may be listed under No. 2 of the discussion, at the beginning of this article, on "How to say it," are the mechanical, art and artcraft factors such as typography and design, embracing the application of the principles of balance, rhythm and harmony. The term

rhythm has little meaning for the printer or advertising man; but call it "The way in which the eye is carried into and through the message," and it is instantly recognized.

We show herewith (Fig. 2) reproduction of the cover of the March issue of *Etchings*, house-organ issued by Gatchel & Manning, Inc., process platemakers of Philadelphia. The original measures 4½ by 6½ inches, and was printed in four colors by the Wm. F. Fell Company of the same city. This really beautiful design answers admirably the requirements of the principles of balance and harmony. The rhythm could

Your printing service seems to offer desirable features that might fit in our requirements. So we are willing to discuss the question further with you. Come in and see us_____
Date

*Ask for Mr.*_____

*Firm*_____

*Address*_____ *City*_____

FIG. 5.

be greatly improved by turning the flight of the birds in the opposite direction, from the fold on the right to the "thumbing" edge of the booklet, thus helping to carry the eye of the reader inside.

Service is really given to the reader of this booklet by the useful "Before and After" pictures of the same building, offered as a sample of the technical skill of the commercial photographer necessary in the correction of a perspective view that at first seemed somewhat exaggerated. The article by R. W. Peirce, entitled "Packing Negatives for Shipment," offers valuable information to the customer who wishes to forward his negative to the photoengraver to insure a print suitable for reproduction.

Marshall Printing Company.

A folder issued by Marshall Printing Company, Marshalltown, Iowa, conveys to patrons the news that a new printing plant with twice the former capacity has taken the place of the one that was gutted by fire on December 23 last.

As in the Gatchel & Manning cover design (Fig. 2), a change in the rhythm of this design would enable the reader to take in more quickly all the elements of the message. Fig. 3 reproduces the design as it is; Fig. 4 reproduces it *backward* to prove our contention. Working from Fig. 4 as a basis, the illuminated capital "T" would shift sides and thus improve balance. The lines of smoke issuing from the fire engine in Fig. 4 now follow the natural course of the eye. The well displayed hand lettered name of the concern is now at the lower right corner of the page, thus leaving a strong last impression on the reader.

Model Printing Company.

A sharp mental image conveyed by words characterizes the opening paragraph of the circular letter issued by Model Printing Company, Glenside, Pennsylvania.

"There's a fruit dealer in this vicinity who displays delicious fresh fruit in his window—but as a rule it is covered with dust, which doesn't make the most favorable impression in the world."

Of course it is easy to apply this word picture to the printing business, and this the Model company does quickly before dispelling the mental image. The three following brief paragraphs gently turn the thought of the reader to the objective of this ad. letter, which consists in getting the return of an enclosed post card. Note the conservative tone of the request on the message side of the card (Fig. 5). Another good point is the attempt to get in touch with an individual rather than with the concern.

"Ask for Mr. . . . . ." invites the card.

The printer, if he gets a return on this, will be dealing with Mr. Jones or Mr. Brown, rather than with Blank & Co.

The Diem & Wing Paper Company.

The modern printer as a teacher is a good conception of The Diem & Wing Paper Company, Cincinnati, in its March issue of *D & W Chats*. Let us quote from the article "Making Them Grow":

"The modern printer must be as much a teacher as he is a business man or skilled workman. Details that to him are 'all in the course of the day's work' are entirely foreign to any one not familiar with printing. This lack of knowledge often governs the buyer's conception of printing. He will ask for only what he knows about, when in reality he wants something much better."

The Stanley B. Moore Company.

"When is a blotter not a blotter?" might be answered by this: "When it doesn't look like one." The rather unusual size, 6 by 9¼ inches, of the blotter (Fig. 6), issued by The Stanley B. Moore Company, Cleveland, coupled with its


PUBLISHED BY THE STANLEY B. MOORE CO. IN THE INTEREST OF "MOORE" AD-COMPOSITION AND PRINTING

USE "MOORE" GOOD PRINTING

Cleveland Advertisers

USE "MOORE" GOOD PRINTING

Number 13. CLEVELAND, OHIO, TUESDAY, APRIL 13, 1920 Volume 13

MOORE AGAIN FORCED TO ENLARGE PLANT

BUSINESS GROWING BY LEAPS AND BOUNDS

APRIL 13th MARKS 3rd ANNIVERSARY OF GROWING FIRM

SOME COMMENTS FROM LETTERS

BUSINESS BUILDING SERVICE FOR SMALL FIRMS

THE WEATHER Cloudiest and Vicinity Dry and Thirsty No relief in sight!

AD-ITORIALETTES

BUSINESS INCREASED 70 PERCENT IN ONE YEAR

MOORE'S AD-SETTING IS THE TALK OF CLEVELAND

13,175 REPEAT ORDERS FROM 120 CLEVELAND FIRMS IN 3 YEARS

OVER $5,000 WORTH OF AD-COMPOSITION SET EACH MONTH

PRINTING - PLUS!

The Stanley B. Moore Co. Printers Phone 1776 Cent. 4999-L

AD COPY PROPERLY SET

Moore and co-workers are past masters in typecraft

THE STANLEY B. MOORE CO. 1000 E. PROSPECT ST. CLEVELAND, O.

FIG. 6.

newspaper or news bulletin appearance, makes it doubtful whether this piece of advertising will see much service on the desk of a Cleveland business man. At that, I shall have to credit the Moore company for a very clever idea. The gist of the message is conveyed in the headline, "Moore Again Forced to Enlarge Plant."

THE EXHIBITION OF PRINTING BY AMERICAN INSTITUTE OF GRAPHIC ARTS.

The exhibition of printing held during the month of May in New York fully justifies the existence of the American Institute of Graphic Arts. It required an organization of national scope, with men of fine taste and broad views, to bring together such a mass of excellent material and to exhibit it properly.

Nearly two thousand exhibits were selected from the much greater number submitted and they represented at least two hundred exhibitors, as shown by the catalogue. The exhibits were divided into sixteen classes, gold, silver and bronze medals being awarded for merit in each class. The awards as announced on the opening night were as follows:

The great American Institute gold medal, awarded for the most meritorious exhibit in any class, went to Norman T. A. Munder, of Baltimore, for his book, "Old Masters' Drawings." This book was also awarded the gold medal in the book class. The silver medal was awarded to the Riverside Press, as was also the bronze medal for the second and third best exhibits of books.

For catalogues, the awards of medals were as follows: Gold, T. M. Cleland, New York; silver, Taylor & Taylor, San Francisco; bronze, Bartlett-Orr Press, New York.

Booklets: Gold medal, T. M. Cleland, New York; silver, Bartlett-Orr Press; bronze, Franklin Printing Company, Philadelphia.

Folders: Gold medal, Franklin Printing Company; silver, the Strathmore Paper Company, Mittineague, Massachusetts; bronze, Japan Paper Company, New York.

Typographical Prints: Gold and silver medals, William E. Rudge, New York; bronze, Rosa Brothers, New York.

Color Prints: Gold medal, De Vinne Press, New York; silver, Electro-Light Engraving Company, New York; bronze, Douglas C. McMurtrie, New York.

Display Cards: Gold and silver medals, William E. Rudge; bronze, Cluett-Peabody, Troy, New York.

Circulars: No gold medal awarded. Silver medal, Franklin Printing Company; bronze, Metropolitan Museum of Art.

Labels: Bronze medal awarded to Japan Paper Company.

Cards: Bronze medal to T. M. Cleland.

Posters: Gold medal to American Institute of Graphic Arts; silver, Japan Paper Company; bronze, William E. Rudge.

Advertisements: Gold medal, Franklin Printing Company; silver, Marchbanks Press, New York; bronze, William A. Kittredge, Philadelphia.

Stationery: Gold medal, O. W. Jaquish, New York; silver, Taylor & Taylor; bronze, Japan Paper Company.

Calendars: Gold medal, The Marchbanks Press; silver, The Paper House of New England; bronze, William E. Rudge.

Maps: Silver medal, Redfield, Kendrick-Odell Company, New York; bronze, Matthews-Northrup Works, Buffalo.

There were many fine exhibits that were not entered in competition for the reason that their makers were on the jury for awards. Among these were D. B. Updike, Boston, with a splendid exhibit of bookmaking; Walter Gilliss, New York; Frederic W. and Bertha Goudy, The Village Press, Forest Hills, New York; and Henry Lewis Johnson, who exhibited examples of the art of printing during the past twenty-five years.

The judges of the printing exhibition were: Paul W. Brockett, Ernest Elmo Calkins, Fred C. Cooper, Arthur W. Dow, Walter Gilliss, Bertram Goodhue, Frederic W. Goudy, Henry Lewis Johnson, John Clyde Oswald, Bruce Rogers, Carl P. Rollins, Rudolph Ruzicka, D. B. Updike and Clarence H. White.

The American Type Founders Company supplied eight cases of historical exhibits prepared by Henry Lewis Bullen, the company's librarian. These showed the progress of printing through the centuries, from the Gutenberg Bible of 1450 to the work of Bruce Rogers.

Frederic W. Goudy exhibited an old hand mold for casting type used in the Caslon foundry, and also demonstrated the method he uses in designing type. One noticeable feature of this exhibition is the extent to which Goudy type is used by present day printers.

This printing exhibit will be shown in Chicago, Boston, Philadelphia and other cities where responsible organizations have applied for it.

GETTING NEW BUSINESS.

BY JOHN E. ALLEN.

So many opportunities daily are to be found in the city for the planning and running of a feature page of advertisements that it seems odd that the advertising department of any newspaper ever should be at a loss for the right sort of material and prospects along this line. Any attraction that holds the public eye for any considerable length of time offers the local newspaper publisher the chance of running a feature page, or section, of advertisements pertinent to the subject before many of the people at the moment. And attractions of some sort are the common things in the average city.

The movies attract many people from all stations in life, and so are among the most fertile fields open to the tilling and harvesting of the alert advertisement solicitor. The picture that arouses interest in a community because of its presenting some phase of life involving the general welfare of humanity at large is especially qualified to furnish the wide awake advertisement writer with a plot for a page story of advertisements.

A moving picture of wide appeal recently appeared for a week in a city of the Middle West. The advertising manager of one of the most progressive papers in the place saw in the picture possibilities of business that caused him to plan a page of advertisements immediately. The picture centered about motherhood and the baby, and consequently had a peculiar appeal to women. The first one approached on the subject of the contemplated page of advertisements was the manager of the theater exhibiting the picture. When the proposition had been explained to him he contracted for the purchase of a leading position in the makeup. Then, with the foundation to work on, a number of other business houses were called upon and presented with the plan of publication. One of the first to be visited was a photographer of good reputation, who was induced to buy a fair amount of space direct because of the purposed mention of his name in connection with six pictures of babies photographed in his studio, which illustrations were planned to be used in a half dozen other advertisements from as many firms having something for sale of unique interest to the mother and the infant. Practically the same sort of argument that won the photographer signed up the six other business houses. The illustrations of babies in various poses, all ready to be dropped into the form, and at a time when a great number of newspaper readers were especially interested in the subject of babies, convinced the ones solicited that an investment in display space would be a good thing at the time.

Many a movie should contain the same opportunity for the publisher in most communities. A similar page of advertisements might be planned in advance of a picture's appearance and run simultaneously with its exhibition, by getting into communication with the manager of some local theater and looking over his list of forthcoming films. And it would be well to plan for the securing of illustrations of the right sort, to be shown to the merchants and other prospective buyers of space, when they are introduced to the proposition and their patronage solicited.

You can train yourself to say, if you will, "I will devote at least one evening a week to self improvement, to study," and stick to it.— *N. C. R. News.*

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

An Incorrect Sentence.

M. B. M., Pittsburgh, Pennsylvania, asks: "Will you please advise us whether the following statement is correct? 'The makeup of the little magazine is very attractive, and is printed on heavy enameled paper.'"

Answer.— It is not correct, because it says the makeup is printed, and it intends something else. The real meaning could be expressed in various direct ways, and one of these should be used. A good way would be, "The little magazine is printed on heavy enameled paper, and has a very attractive makeup." Of course the meaning is that the magazine is printed, and it is far better to say so in direct words, though of course the one way suggested here is not the only way. If it is desirable to keep the makeup as the first-mentioned feature — though I can conceive no reason why that should be important — the sentence might well enough be left as the letter-writer wrote it, with the insertion of a small word, making it read, ". . . and it is printed . . ." Such insertion would leave a slight opening for hair-splitting objection, as the pronoun "it" in the amended sentence is so placed that it would naturally refer to the makeup; but every one would know that the intended reference was to the magazine.

Care in Citing Authorities.

Most proofreaders have occasionally to make or to suggest corrections which may lead to a demand for authorization by some well-known author or dictionary. No proofreader should attempt to change an author's language in any way without being able to cite clearly and accurately some authority in support of the change. Often the person who decides will not consent to change, preferring some authority contrary to the one named, and such refusal should always be accepted as final, even when the proofreader knows perfectly well that the decision is not good. Cases in which the final decision is not in accord with the best reason are plenty — in fact they are of much more frequent occurrence than they should be — but always the deliberate decision of an author or editor is the printer's ultimate guide as far as the present work is concerned; that is, the only right thing for the printer is to do what he is told to do.

It is always advisable, when authorities in support of a suggestion are demanded, or when they are for any reason cited, for the proponent to quote accurately. Of course proofreaders will most frequently merely name the authority on which they rely, and it is inevitable that those who decide must often reject the one named in favor of some one opposed, or sometimes without reference to any but their own choice. T. L. De Vinne says in his book "Correct Composition," page 299, "When the reader meets with an unmistakable fault made by the writer through lapse of memory or by negligence, he should correct it. He does so, however, at some peril. He must know and not suspect it to be an error, and must be prepared to defend his correction, not by his own belief, but by unquestionable authority." This implies what I think it well to express, that the defense is not perfectly good if it includes evidence of failure to comprehend the full intention of what is said by the authority. A wrong interpretation often results from hasty conclusion, especially when influenced by personal prejudgment.

Proofreaders are not more subject to the shortcoming mentioned than are authors and editors; in fact, the predominance of such fault seems to be elsewhere than with the readers, if there is any difference. One striking example of the weakness named appears in an editor's offered support of his ruling that the word State should not be capitalized. He said that Webster's New International Dictionary did not use the capital, and when a proofreader showed him an early instance of its use he asserted that it was accidental, and that the real Websterian decision was shown in treating the word itself. I have selected this as an example because it shows the jumping at conclusions that I have mentioned, and discloses how the proofreader could have proved his side of the case. While that editor might not have been persuaded to sanction the use of the capital, he could not still deny that the dictionary uses it. With the suitable definition that work says in brackets "often cap.," which certainly means that some people capitalize and others do not. That its editors are among those who do use it is amply shown on the same page, as in the item headed "state prison," which is said to be in the United States "usually State prison," and is defined as "any prison maintained in a State under State laws." Every time the word appears in such use in the body of the dictionary it has the capital, which plainly is not accidental. Of course I am only saying that it is there used, not that every one uses it.

Good Words That Are Not in Dictionaries.

A proofreader once wrote to the editor about a word he could not find in a dictionary, and expressed his strong disapproval of the use of such a word as "emollience," as follows: "The proofreader queried the word to the author, informing him that it could not be found in the dictionary. His response was that the word expressed the idea intended to be conveyed better than any other that he knew of, and therefore he should use it, regardless of the dictionary. Should the proofreader endeavor to induce the author to use a word for which authority can be produced, or should the author be allowed, without a word of protest, to coin words at his own sweet will? It seems to me that the proofreader should not be required to blindly follow an author in a case of this kind after he has satisfied himself that there is no warrant, except the whim of the author, for the use of such words."

This was answered, long ago, by the assertion that the author was perfectly justifiable, and that "emollience" had sufficient authorization in the fact that so many of our words are formed in the same way, which may be utilized by any one at any time a corresponding noun is needed for an adjective ending in -ent, like obedient and obedience. What is now thought worth adding is that the proofreader in dealing with a word not in the dictionary may well enough query it, but it

would be not only justifiable, but advisable, for him to pass such a word as this, with so patent analogical basis, unchallenged. Webster's New International Dictionary includes in its vocabulary a great many words no more authorized than emollience, except by the mere fact that they may have been, and probably were, found in print, strikingly such as accentless, contingentness, and a great many more like them, and the New Standard has some that are not in the latest Webster.

PROBLEMS OF CAPITALIZATION.

BY F. HORACE TEALL.

OUR language is naturally subject to differences in individual practice in almost every detail, and probably will never be much less so than it now is. In fact, we may safely assert that many worthy thinkers are convinced that we should not be greatly benefited by absolute agreement in all matters. Some even scout the idea of any value in consistency of form, while others (and I believe many more) are persuaded that such consistency is very desirable. But whether we insist upon uniformity or not in general, we all know that the printed page is much more sightly, and more satisfactory, when it does not contain various instances of the same word with differing treatment.

Examples of what is meant by differing treatment as to capitals are numerous in our best books, and might easily be cited from some works not commonly supposed to be subject to faultfinding criticism of any kind; but our object is not specific faultfinding, but general suggestion with intention of helpfulness, and may best be served without personal application. A few particular cases will show definitely what is here in mind, but they are indicative of far-reaching analogies and, to the writer at least, show a distinct need for conventional agreement on some one method based on analogy.

A novel published serially in a magazine contained frequent mention of one of the characters, sometimes calling him "the Recorder" and sometimes "the recorder." Undoubtedly the title was printed in the two forms because it was so written; but why was it so written? Of course I can only guess a reason for the fluctuation in the writer's practice, but my guess is nearly certain. He must have been so unsettled as to the propriety of either form (and there is really no great importance in choice) that he did not attempt uniformity — quite possibly thinking the printers would supply that. This serves here mainly to impress the fact that it is hazardous to trust such matters to others; to get such things done with proper care for commendable form, the writer must use the proper form himself, not write variably. I happen to know that the printer of the magazine spoken of excused such irregularity in his work by asserting instruction from the editors to follow copy. But I can not doubt that the editors and the writer would decide in favor of one form always, at least in the one article, were they asked about it. It may be that they would not choose as I should, which would be in favor of the capital, but they could not deny that the best form in one place is best always, at least in the same work.

It will be readily perceived that I am not dogmatically inclined in favor of one inflexible system of capitalization. But that does not mean that I think that all systems are equally reasonable, or that there is no preferable standard. The one large point of difference between my preference and its opposite, which is chosen by many good writers and printers, is in the treatment of words essentially common but often used in ways so particular that they are, as I think, proper in such uses. It must not be supposed that this is said with any notion that my preference is of any importance because it is mine, for the fact is that it is my preference mainly because it is first and most tellingly the preference (and often without tolerance of its opposite) of a multitude of scholars whose judgment I believe to be nearly impeccable. While these scholars, however, show plainly by their practice in writing that they are systematic and practically inflexible in their use of capital letters, none of them has ever, to my knowledge, attempted to dictate exhaustive rules of practice for other people. They are, in fact, the very last people who could be induced to make any attempt at such dictation, for they are the ones who know best how little good would be accomplished thereby. It is principally because of these two classes of opinion with regard to essentially common words that capitalization is and must remain problematical, at least so far as the matter of satisfying the demands or wishes of others is concerned.

All my writing is done mainly with a view to proofreading practice. It is natural, therefore, for me to draw examples from proofroom experience. One such is shown above, but no reason was there given for the choice expressed. My reason for preferring the use of the capital for the word there discussed is that the Recorder in question was not a recorder in the ordinary sense of one who records, but a Judge (which has a capital here for a similar reason). I have read the proofs of many books in the copy of which other words subject to the same kind of distinction were sadly mistreated in this respect, most notably the word government, though in the same books generally many other words were likewise varied. My work was never satisfactory to myself, because I was not allowed to make these things decently uniform, beyond a little correction where the dissimilarity was too glaring. One large book I remember especially, because the editor's evident intention was to use the capital in phrases like "the British Government," although he did not have it made uniform in copy and did not, as he might have done, instruct the printers to make it so. Likewise in speaking of "the Government," in reference to the same one, it varied about equally from capital to lower-case. Of course the operators followed copy, and the readers left it uncorrected, and I in final reading had to follow suit, except in a few places where the conflict was so noticeable that correction was imperative, usually with the wrong form prevailing so much that uniformity was secured by marking the few right ones changed.

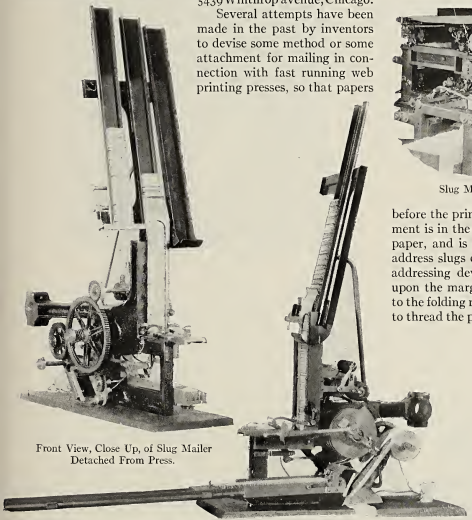
Capitalization is now, always has been, and probably always will be as liable to difference in personal practice as any detail of form in our language. No one has ever made a set of rules for it that could be applied without question, or even a set of rules that could be applied similarly throughout by many different persons. It is pretty nearly certain that such rules never can be made, and it may be doubted whether it is really desirable that they should be made. But little doubt is possible, however, of the desirability of uniformity in the use of capitals, and undoubtedly the surest way to secure this in the printed book is for the author to have this feature of his work attended to in the copy, so that the copy may reasonably be followed literally. Failing such preparation of copy, the author or the publisher of a book of any importance will surely find it worth while to instruct the printers specifically to make the work uniform, with sufficient specification of all important details to secure the desired practice. This is recommended with reference only to books of such nature as to render such matters of detail important, so as to secure similar treatment throughout for certain words (as Government, for instance), whether confused in copy or not. Every large printing-office has proofreaders who can make these things right, just as so many authors and publishers apparently expect them to, if they are specifically authorized to do so. The one best and surest way is to make the manuscript exactly as the book is to be, even at the expense of having it especially prepared by an expert proofreader or editor.

THE PRESS-ADDRESS MAILER—A NEW INVENTION.

BY OUR REPRESENTATIVE.

THERE is nothing new under the sun," is a time worn phrase, yet we are constantly witnessing the introduction of some new device that is designed to increase output or to reduce the time necessary to get the finished product into the hands of the consumer. Remarkable changes have been brought about during recent years in methods of printing newspapers, and now it is our privilege to report another important development — an attachment that will place the addresses on newspapers before they are folded and delivered from the press. This is the invention of Paul F. Cox, 5439 Winthrop avenue, Chicago.

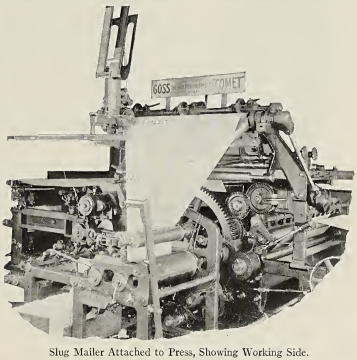
Several attempts have been made in the past by inventors to devise some method or some attachment for mailing in connection with fast running web printing presses, so that papers might be addressed before they leave the packer box, but so far as we are aware no successful mailing or addressing machine has been marketed which will address newspapers successively at the running speed of the press. This is what Mr. Cox has accomplished in his new device, which he has called the "Press-Address mailer," and which derives its name from the fact that it is attached directly to the press and is so geared and timed that it will place the subscriber's name and address upon the margin at the upper right hand corner of the newspaper — where it will be in plain view even if the paper should be wrapped for mailing — while the paper is passing through the press and before it reaches the packer box.



Front View, Close Up, of Slug Mailer Detached From Press.

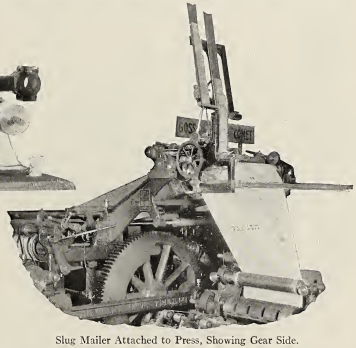
Side View of Mailer Detached From Press, Showing Inking Device and Slug-Carrying Cylinder Applying Address.

The new Press-Address mailer is designed to be attached to presses of the "former folder" type, and, as can be seen from the accompanying illustrations, it is located at the uppermost corner, at the top of the folder former, which is the only practical place to attach a mailing device to a fast running web perfecting newspaper press. Placed at the former and printing the addresses upon the papers as they pass over the former and



Slug Mailer Attached to Press, Showing Working Side.

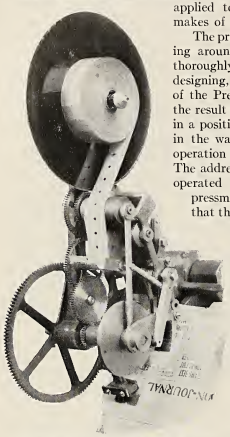
before the printed sheets pass into the folding rolls, the attachment is in the most convenient position for operation upon the paper, and is also easily accessible for loading and unloading address slugs or galleys when that system is being used. The addressing device can be readily adjusted to correctly print upon the margins whenever the papers are being properly fed to the folding rollers, and it is not in the way when it is necessary to thread the press or folder in making ready the press or in case of rupture of the roll of paper. Other advantages of the invention will readily be appreciated by those who are familiar with the art.



Slug Mailer Attached to Press, Showing Gear Side.

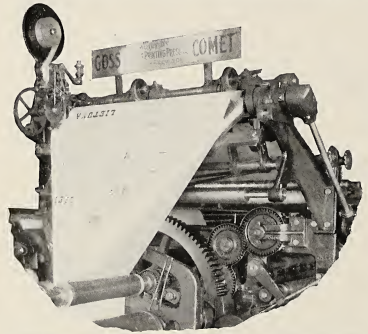
When this device is attached to an ordinary newspaper printing press, the web handling mechanism of the press serves as the feeding and delivery mechanism of the addresser, and

the power mechanism of the press serves as the actuating means for the addressing mechanism. The addressing attachment is compact and economical, and can readily be adapted for, and applied to, any of the standard makes of web printing machines.



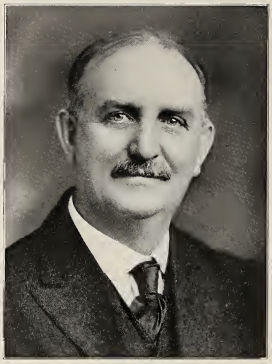
Close Up View of Strip Mailer, Showing Address Label Just Applied.

The pressman and others working around the press have been thoroughly considered in the designing, locating and operating of the Press-Address mailer, with the result that the device is placed in a position so that it will not be in the way or interfere with the operation of any part of the press. The addresser is capable of being operated independently of the pressman. It is so arranged that the mail operator can walk into the pressroom after the press has started upon the edition, put the galleys in the addressing device, then complete his mailing list and leave the pressroom while the press is still in operation. The attachment is equipped with safety devices and signals to notify the attendants if anything should go wrong, and its operation will be automatically stopped without interfering with the running of the press. The packer box tender is notified by the machine when the addressed papers are being delivered, and also when non-addressed papers are going into the packer box, so there will be no commotion or undue hustling to annoy the pressman or his assistants. In fact, nothing has been left undone to make this device a successful press-address mailer which will save time in mailing newspapers.



Strip Mailer Attached to Press, Showing Strip Being Applied at Top Right Hand Corner of First Page of Paper.

The "strip" mailer is also a "Press-Address" device, and, as shown in the accompanying illustrations, is attached to the press in the same manner as the "slug" mailer. It is geared and timed to operate at the running speed of the web, applying the address strips as the newspapers are passing down the former and before they have been severed from the web and folded. The strips are prepared in advance and placed upon a reel which will hold a large supply of addresses, as will be required on a fast running press if full efficiency of the device is to be maintained. After the addresses have been prepared for the edition, which can be at any time prior to the press hour, the strip reel is placed in position upon the mailer, and without further labor the addresses will be applied to the papers. The club and town markers have been taken care of in this style of addresser as well as in the slug addresser.



Paul F. Cox.

Paul F. Cox, the inventor and patentee, states that the present machines, as designed, are intended for flat bed web perfecting presses, such as the Goss Comet and the Cox Duplex, both of which are the original inventions of the Cox brothers, J. L. and Paul F., who are well known to the printing trade. Patents covering these devices have been granted. Other patents are now pending which will in the near future enable the Cox brothers to place the new Press-Address mailers upon the faster rotary machines.

As the inventor of the Press-Address mailer is not a newcomer in the field of printing machinery, serious consideration may well be given his announcement to the public that he has chosen the mailing problem as his new field of operation. His many years of experience in the pressroom and in and about newspaper offices in general will enable him to qualify as one who knows just what is most needed in the mailing room to facilitate the handling of rush mails. The inventor has chosen speed as the paramount object of his invention, while he makes an equally important claim of economy in time and labor.

It is easy for any one to arrive at the conclusion that if the papers, while in the web, are fed to the addresser from the press proper and the addresses are automatically applied, at least one handling of the papers has been dispensed with; also, that if the papers are addressed before they reach the packer box, another operation has taken place which saves time and labor in mailing.

NEWSPAPER WORK

BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter and stamped self addressed envelope enclosed when reply is desired by mail.

How Do You Do, $5 Weekly!

Here we have it, the $5 weekly, first of the kind we have observed, and it comes from South Dakota. The Interior (S. D.) *Index* in a recent issue announced that on May 1 it would fix a subscription price for that paper of $5 a year. The "before the war" price of the *Index* was $1.50 a year, later going to $2, but the publisher states that he finds the average price of production now is four times as much as it was before the war, hence the *Index* is worth four times as much as at that time. Many of us are now discussing the $2.50 price for our papers, and some have put that price into effect; others have even made their price $3 beyond the second zone limit. Well, somebody has got to pay the increased cost of production, and if not the patrons of the paper, then the publisher is the goat.

What Is "Expensive" Advertising?

Recently we noticed in a chain-store window a sign which read: "You do not have to pay for expensive advertising when you buy goods at this store." Is such a statement the truth? Doubtless the idea it was intended to convey was that other stores doing newspaper advertising had to put the cost on their prices.

We believe that every newspaper ought to combat that idea by a judicious campaign of its own advertising, not by making a direct hit at that particular store, but at the idea.

One of the largest newspaper advertisers in the retail business, comparatively, is Frank P. Mann, at Devil's Lake, North Dakota. Mr. Mann says that he knows advertising does not cost him anything, nor his customers anything, because through it he speeds the turnover and thus not only keeps his stock up fresh but with a smaller percentage of profit he makes more money in the year. He also states that a prominent mail order man told him that they always sent their catalogues and advertising matter into territory where they found the merchants were not advertising. There they get the best results.

There are dozens of other grounds that might also be presented to prove that these merchants who advertise that their stores do not do expensive advertising are not only doing the most expensive advertising possible but that they are losing the opportunity to widen their trade territory, and are actually trying to profit by the trade brought to the city by the merchants and business men who do advertise. But let us take the turnover proposition and show that up to the people generally. If the merchant sells at the rate of $5,000 a month, turning his stock over at a cost of twenty per cent, and gets an extra five per cent for profit, he has made $250 a month. If he has failed to advertise and turn over his slow selling goods, he may sell but $5,000 worth of goods in three months. If he keeps his cost down to twenty per cent of his sales, he can sell as cheaply perhaps as the advertising merchant does, and he will make but $83 a month. Now, he must make more than that, and to equal the advertising competitor he must add fifteen per cent for his profit, or thirty-five per cent margin on the goods he sells instead of twenty-five per cent. The rapid turnover of the advertising merchant actually enables him to sell his goods at a lower price and make more money than the other fellow, and people ought to know that the greatest expense attached to business is the failure to advertise and keep things going.

Reasons for Increase in Advertising Rates.

Just now when the question of advertising rates in small-town weeklies and dailies is a subject of debate with every publisher comes the following editorial discussion of the rate question by J. C. Morrison, in his Morris (Minn.) *Tribune*. Readers of THE INLAND PRINTER will pay more attention to this discussion of rates for the reason that Mr. Morrison was for some years editor of the Newspaper Work department of this journal.

Under the heading "Advertising Rates Increased, and Why," *The Tribune's* editorial is as follows:

The Tribune this week paid $200 for a shipment of print paper. This was the last blow to our delusion that we would be able to weather through these rising costs without revising our advertising rates. The same kind of shipment formerly cost us $48 to $50, and we have bought it as low as $38. Everything else that goes into the making of a newspaper has advanced in price, from the rollers that put the higher priced ink on the higher priced type to the coal that keeps warm the room where the higher paid printers work.

In announcing these advances in rates, we frankly confess that we desire to be absolved by our fellow business men from any charge of profiteering, and for that reason will not confine ourselves to general statements, but submit a detailed survey of what has been happening to the expense account of newspapers.

In 1917 the total cost of producing *The Tribune* was $6,707.57, an average of $128.99 a week, or $13.80 a page for the 486 pages printed that year.

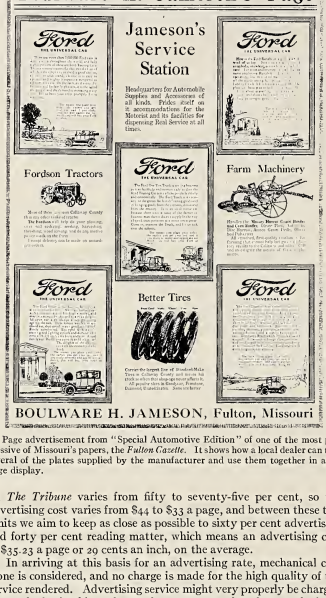
In 1919 the total cost of producing *The Tribune* was $9,252.89, an average of $177.94 a week, or $18.58 a page for each of 498 pages.

In spite of this increase of nearly thirty-five per cent in the page cost, the editor of *The Tribune* was reluctant to announce any advance in advertising costs, because he entertained the hope that there might be an early return to a lower price basis. This hope was shattered, however, by the constantly advancing prices which were reflected in the figures for the first three months of 1920, and made the present advertising rates altogether unlivable.

The total cost of producing *The Tribune* for the first three months of 1920 has been $2,598.19, an average of $199.86 a week, or $22.02 a page for the 118 pages printed during those three months.

Now there is nothing at all mysterious about advertising rates. At $18 a page for advertising, it is obviously impossible to put enough advertising into a paper costing $22 a page to pay the cost of production, even if every page, front page and all, were advertising, and the more business at that rate that the publisher has the worse off he is. If all of the paper were advertising, the rate would obviously have to be $22 a page, but such a publication would be only a store bill and not a newspaper. (For merchants who want that kind of advertising, *The Tribune* job printing department will furnish

them store bills at that rate.) A newspaper, however, is primarily printed for the circulation of reading matter, and the advertising cost per page is in inverse proportion to the amount of reading matter. If half the pages be reading matter and half advertising, then the advertising cost would be $33 a page. As the advertising proportion



Page advertisement from "Special Automotive Edition" of one of the most progressive of Missouri's papers, the *Fulton Gazette*. It shows how a local dealer can take several of the plates supplied by the manufacturer and use them together in a full page display.

on *The Tribune* varies from fifty to seventy-five per cent, so the advertising cost varies from $44 to $33 a page, and between these two limits we aim to keep as close as possible to sixty per cent advertising and forty per cent reading matter, which means an advertising cost of $35.23 a page or 29 cents an inch, on the average.

In arriving at this basis for an advertising rate, mechanical cost alone is considered, and no charge is made for the high quality of the service rendered. Advertising service might very properly be charged for on the basis of its value to the customer rather than on the basis of its cost, but such an ideal arrangement is not possible at this time.

Irregular and intermittent advertising costs much more to handle than steady advertising, and in the new rate card *The Tribune* adheres to its long established policy of recognizing this difference.

Our regular space contract rates will be: one week, 40 cents an inch; four weeks, 30 cents an inch; one year, 20 cents; every other week for a year, 25 cents. Open space contract rate: 500 inches, 25 cents; 1,000 inches, 20 cents.

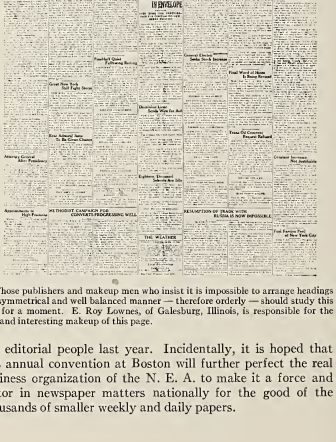
In all the above we grant that Mr. Morrison has given some reliable figures, as he has operated on a cost system basis for ten years. But we are led to question the sliding scale of rates he here promulgates, for the reason that if his advertising space costs 29 cents an inch on the average, he still grants contractors for 1,000 inches or more a rate of 20 cents an inch. It occurs to us to ask why he should take a loss of 9 cents an inch on any of his space, or of 4 cents an inch on 500-inch contracts. Obviously, if very many of his business houses took advantage of the lowest rates made, the business would bankrupt the paper, unless a very large amount of transient business was also secured to offset it. However, the experience of this careful publisher must carry conviction to all of us in these times of price turmoil, and it is better to begin to hedge along toward the higher figures now than to wait six months after the production costs have begun to eat up all the profits.

Observations.

"Every man," said Theodore Roosevelt, "owes something to the profession to which he belongs." It must be apparent that a great many in the newspaper business are not in it as a "profession," for they do not contribute or try to contribute much to the good of the profession as a business.

The Port Huron (Mich.) *Times-Herald*, daily, has started a new publication called *Thumb Prints*, for the benefit of its correspondents in the country and to cultivate better work among them. The initial number was issued April 1, and contains some clever suggestions along the line indicated.

As this issue of The Inland Printer goes to press, members of the National Editorial Association are gathering in convention at Boston, where for five days they will enjoy an unusual program of good newspaper talks and business discussions, intermingled freely with sight-seeing and pleasure jaunts. On June 5 those who have made reservations for the tour of eastern Canada will start on a trip of some thousands of miles of ocean and railway travel, going first up the coast to Yarmouth, Nova Scotia, thence through Prince Edward Island and New Brunswick, and thence westward to Quebec. It is a continuation of the educational tour of Canada that was so much enjoyed by



Those publishers and makeup men who insist it is impossible to arrange headings in a symmetrical and well balanced manner — therefore orderly — should study this page for a moment. E. Roy Lownes, of Galesburg, Illinois, is responsible for the neat and interesting makeup of this page.

218 editorial people last year. Incidentally, it is hoped that this annual convention at Boston will further perfect the real business organization of the N. E. A. to make it a force and factor in newspaper matters nationally for the good of the thousands of smaller weekly and daily papers.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

E. ROY LOWNES, Galesburg, Illinois.— The first page of the *Republican-Register* you sent us is excellent. There are sufficient headings in a nice variety of sizes and styles. These are symmetrically arranged throughout the page, giving an orderly and interesting appearance. It is reproduced.

The Sisseton Courier, Sisseton, South Dakota.— You are producing an excellent paper, presswork being especially good. Advertisements, while not out of the ordinary, are well displayed and simply arranged, which means they are good. While they can not be especially praised, they can not be considered ineffectual. We note with pleasure that on all pages except the last the pyramid makeup is followed.

The Como Herald, Como, Texas.— Advertisements are excellent. Good judgment was exercised in selecting the real important points in each, emphasizing these points effectively and making the remaining matter simple and easy to read. Presswork is pale in spots, due perhaps to worn places in the tympan or to the fact that the fountain screws were not uniformly set. The volume of advertising carried makes it impossible to maintain a clean first page with but four pages in the issue.

M. L. MOODY, McLean, Texas.— The advertisements you sent us some time ago are excellent, and they demonstrate what can be accomplished with good type faces by simple arrangement and well chosen display. The Century is a wonderfully legible face for text matter of advertisements, and when in combination with New Caslon display it makes clean cut and readable advertisements. One specimen of your work is reproduced.

WHAT claims to be the smallest newspaper in the world has recently made its appearance in New York city. Its sole object is to interest the public in the community work of New York neighborhood houses, but it has ambitiously set out to embody in itself all the features and departments of a


Extra

Better Times

SMALLEST NEWSPAPER IN THE WORLD

PRICE 5c

Vol. 1, No. 1 Published Monthly by the United Neighborhood Houses of New York Jan. 1920

Roosevelt says Neighborhood Houses Make Links out of Hyphens; War Camp Continues its Community Work on Peace Basis

Community Service Carries On

New York Community Service is the unassuming but hopeful offspring of a concededly worthy parent, New York War Camp Community Service, which, during the period of the War rendered service to the upward of three million men in uniform. As "War Camp" served uniformed men in war, so in peace its successor, Community Service, will carry on to serve even more millions wearing the uniform every day life.

Community Service has been called upon to continue this work among uniformed men and to extend it to all the people who make up the great Community of New York City. This call has come from many organizations and individuals, each one say- (Cont. on p. 6)

Government Praises Settlement War Work.

The New York City and the United States Government should be proud of the war service rendered by the settlement houses of this city, according to Hon. Carter Glass, Ex-Secre- (Cont. on p. 7)

Volunteer Workers Wanted

The United Neighborhood Houses of New York has begun a campaign for volunteer workers to help carry on the activities of the forty-odd houses belonging to the organization. The (Cont. on p. 8)

Praises House For Americanization Work

"Much of the extreme radicalism in New York City arises," said Lt.-Col. Theodore Roosevelt to a representative of BETTER TIMES, "from immigrants who do not speak the English language nor have the slightest conception of the fundamental principles of the institutions of this country. Americanization work in New York City is of the greatest importance. Nearly half a million people in this city cannot speak English. About 150 foreign language newspapers and magazines are published in New York. Everyone who knows the conditions in the congested districts must realize the great need for Americanization work.

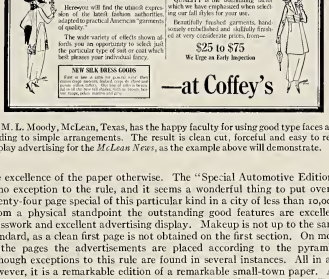
"There are more than half a hundred neighbor- (Cont. on p. 8)

First page of the smallest "regular" newspaper published. The page size is 4 by 5½ inches. It is issued by the United Neighborhood Houses, of New York city.

metropolitan daily. *Better Times*, as the little journal is called, is being published by the United Neighborhood Houses of New York, 70 Fifth avenue, the clearing house of forty-five settlements. It is 4 by 5½ inches in size and contains eight pages of news, comment and cartoons on the activities of these organizations. The first page is shown here.

The Pleasant Hill Times, Pleasant Hill, Missouri.— The paper is a good one, although from a physical standpoint it could be improved in several ways. Three display news headings are not enough on a page the size of the *Times*. For the items over which machine-set headings appear we suggest hand-set headings one size smaller than those now in use at tops of columns. These would liven up the paper materially. The machine-set headings do not stand out at all and can not therefore furnish guides to the contents as headings should. The advertisements are well arranged and displayed, but their arrangement on the pages is not good. The paper would gain considerably in appearance if the advertisements were placed according to the pyramid, that is if they were grouped in the lower right-hand corner of the page. Presswork is praiseworthy.

The Evening Gazette, Fulton, Missouri.— We have long admired this paper. Every copy we have seen bears evidence of careful editing and good management, and the mechanical details of production are consistent with



M. L. Moody, McLean, Texas, has the happy faculty for using good type faces and holding to simple arrangements. The result is clean cut, forceful and easy to read display advertising for the *McLean News*, as the example above will demonstrate.

JOHN M. STONE, South Bend, Indiana.— The *Journal* is a handsome paper, the first pages of all issues sent us being made up in a pleasing and interesting manner. Presswork is also good. Makeup of text pages is sometimes not so good as it ought to be, the faults being in the placing of advertisements without order or system, and the attempt to get more advertisements on a page than can be accommodated. The pages are often made up according to the best standard, the pyramid, which causes us to wonder at the poor arrangements sometimes found. Some of the extra condensed display types you employ could well be discarded, as they detract from the generally good arrangements and the intelligent display by which the advertisements are largely characterized. In some instances we note too many lines have been emphasized. It is not good display to attempt to tell everything in the big type; the effect of too much display is distracting and under that condition the result is the same, if not worse, than if no display were used. You could just as well use plain rules of uniform size for borders throughout the paper, as the variety of styles and weight of borders add nothing of value to the advertisements and make the appearance of the paper less attractive than if a uniform style of border were consistently used.

Canby Press, Canby, Minnesota.— Although a remarkable paper in the editorial enterprise indicated, the *Press* is subject to improvement in a mechanical way. As a rule, there are too many headings on the first page for a weekly paper, in fact the more conservative dailies which get news "right off the bat" are tame so far as makeup is concerned as compared with the *Press*. The usual rule, so far as "country" papers are concerned, is to lack in news headings rather than have too many. Practice a little more restraint in this respect, and you will have a fine first page. The advertisements are decidedly effective in a publicity way, although we are sure they would be equally so — and more pleasing, perhaps better advertising — if fewer points were emphasized in some of them. Overemphasis is as bad as insufficient emphasis. Furthermore, we doubt the value of such extraordinarily large display as is found in many of them. The advertisements should be more uniformly distributed throughout the paper. On some pages, we note, there are quite too many advertisements, whereas on others more could be accommodated. Too many advertisements on a page will suggest to readers a lack of news, which is a bad impression to permit to become prevalent. The too general use of condensed, extended and regular shapes of display type in individual advertisements is a fault that your compositors should avoid, and which, we feel sure from the type equipment you have, they can do. In general, however, the *Press* is a fine paper and justifies you if you have a sense of pride in it.

BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"Attainable Ideals in Newspaper Advertising."

The Committee for Newspaper Research has recently announced the publication of "Attainable Ideals in Newspaper Advertising," an impartial study of the best and most effective ways for national and local advertisers to use newspaper space.

The book is the product of a dozen or more experts, working under the leadership of Carl W. Jones, advertising manager of the *Minneapolis Journal*, who conceived and developed the idea; Benjamin Sherbow, the typographical expert; Richard Walsh and Merrill Rogers, the advertising authorities. Ten thousand copies of these expensive productions have been printed and will be distributed throughout the country. The book was produced under the auspices of the *Brooklyn Eagle, Minneapolis Journal, Des Moines Capital, Sacramento Bee, Milwaukee Journal, Omaha World-Herald*, and also O'Mara & Ormsbee, the national representatives of these papers.

The book is in two parts, Part 1 being text matter which takes up the points for and against the newspaper as an advertising medium. Part 2 takes up the problem of getting satisfactory effects in illustration, reproduction and typography with newspaper stock and facilities. It is illustrative and suggestive, and consists of a forty-page newspaper printed on newspaper stock, under regular newspaper conditions.

The matter of greatest interest to printers and compositors is contained in Part 2, which is filled with specially prepared sample advertisements to demonstrate the use of illustrations, processes of engraving, and typography best adapted to newspaper advertising. In addition, the manner in which the best effects in copy, illustration, engraving and typography can be achieved is discussed at length. There are also five technical articles, as follows: "Effective Copy for the Newspaper Advertisement," "Layout Analysis," "The Best Use of Illustration in Newspaper Advertising," "The Best Engraving Processes for Newspaper Advertising," "The Effective Use of Type in Newspaper Advertising."

In the chapter on "Layout Analysis" a representative group of advertisements, in varying sizes, has been considered with the purpose of developing a method of approach to the problem of the layout. Layouts have been dissected, their component parts have been defined, and ten common elements, some of which all layouts must contain, are named: (1) text; (2) headline and subheads; (3) main illustration or illustrations, or diagram; (4) minor illustration or illustrations, or diagram; (5) logotype display of name of product or company; (6) product; (7) trade mark; (8) decoration; (9) package; (10) panel containing text or illustration or both. If these layouts are studied with a view to discovering what they are expected to do, the reason for the peculiar arrangement of the layout elements in each one will be evident.

Four full sized newspaper pages are devoted to the chapter, "The Effective Use of Type in Newspaper Advertising." The selling value of type in advertising is emphasized by concrete examples and by comparison of good and bad display. Display type and body type are discussed separately, and this chapter, as well as the entire book, shows the work of Benjamin Sherbow, that master typographer who never set a line of type, but who knows type.

This book is one of the greatest contributions ever made to advertisers and printers, and without doubt will come to be known as one of the standard texts on advertising and composition. Communications should be addressed to the Committee for Newspaper Research, 225 Fifth avenue, New York city, or to any of the newspapers coöperating in the publication of the book.

"The American Newspaper Annual and Directory."

The fifty-second annual edition of this review of the American newspaper and magazine field has recently been received by THE INLAND PRINTER. The book was first issued in 1869, and the introductory pages of the 1920 edition contain a review of the newspaper industry half a century ago, also a list of American newspapers which have completed a century of continuous existence.

The book is full of valuable information for those who have dealings with periodical publications of any kind, special care being taken by the publishers to give accurate circulation figures. Another valuable feature is the vast amount of gazetteer information, giving census figures, and data regarding transportation, banking and other facilities in each of the 10,988 towns in which newspapers are published.

"The American Newspaper Annual and Directory," published by N. W. Ayer & Son, Philadelphia. Price, $10.

"Newspaper Editing."

This book has been prepared as a manual for the newspaper desk man and as a text book for classes in editing in the schools of journalism. A number of general works in journalism have been published recently, but this book has been written to fill the need of the copy reader. It is uniform in style and binding with "Newspaper Reporting and Correspondence," a former work of the author, Grant Milnor Hyde, instructor in journalism in the University of Wisconsin.

The book takes up not only the "tools" and methods of the copy editor, but since desk work is many times regarded as drudgery, the author has placed special stress on the possibilities of this particular branch of newspaper work. Part 1 discusses the routine work of a copy editor, such as headline writing, proofreading, newspaper makeup, etc. Part 2 gives a discussion of type and printing processes, and for the small newspaper editor there is a chapter on "Small Publication Work." A list of significant dates in the history of printing and in the development of the newspaper, and a condensed style sheet complete the volume.

"Newspaper Editing," by Grant Milnor Hyde. Published by D. Appleton & Co., 35 West Thirty-second street, New York city. Price, $2.50.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Howells Began as a Printer.

With the death of William Dean Howells, at the age of eighty-four, passed the dean of American letters. He was proud of telling, during his life, that he composed his first literature in a composing stick when he was still so small that he had to stand on a box to reach the case. His father owned the *Intelligencer* in Hamilton, Ohio, and here young Howells at the age of nine years set his first piece for his father's paper by composing it as he dropped the type into the stick. These early days spent in the printing office were of great service to him through his career, particularly during the fourteen years he was editor of the *Atlantic Monthly* and the many years up to his death that he was in "The Editor's Easy Chair" of *Harper's Magazine*. As an author he averaged two books a year.

Printer Who Turned Inventor.

John W. Hyatt, the inventor of celluloid, who died in New Jersey at the age of eighty-two, began as a printer. Born in New York State, he came to Illinois at the age of sixteen, and started to learn the printing trade. He worked at it for eleven years, when he turned his attention to invention, for which he showed some genius in the printing office. From that time until his death he received over two hundred patents. The most notable ones were for celluloid, as well as the material from which billiard balls are made; the method for solidifying wood used in mallet heads, balls for bowling, golf sticks, etc.; the Hyatt roller bearings; a sewing machine that sews fifty lock stitches at one time; a method for purifying water, and a machine for extracting the juice from sugar cane.

Mergenthaler Proposed for Hall of Fame.

In recognition of the great service rendered humanity by the inventor of the linotype, the officers and directors of the American Newspaper Publishers' Association, at a meeting held in connection with the recent convention at the Waldorf-Astoria Hotel, New York city, were presented with a resolution proposing the name of Ottmar Mergenthaler for enrolment in the Hall of Fame.

Ottmar Mergenthaler was born in Wurtenberg, Germany, May 10, 1854, and died at Baltimore, Maryland, October 28, 1899. At the age of eighteen he came to this country and entered the employ of the United States Government as a watchmaker. In 1876 he removed to Baltimore, where he devoted himself to perfecting a typesetting machine. On this he spent several years, his inventions going through four stages, the last of which was the linotype.

When it is considered how the world has been served by the more than 39,000 lino-



Ottmar Mergenthaler.

types that have been manufactured, it seems a fitting and commendable thing that the name of Ottmar Mergenthaler, inventor of the linotype, should be inscribed in a prominent place on the roll of honor which perpetuates the memory of the world's greatest benefactors of mankind.

Chicago Estimating Class Guests of Franklin-Typothetæ.

Twenty-nine members of the 1920 estimating class of the Franklin-Typothetæ of Chicago received certificates at the educational meeting of the organization May 20. This class, one of the largest in the country, started with 124 members; 90 took the entire course, quite a large number creditably completing the work and finishing the final examinations. J. W. Hastie welcomed the members of the class, who were guests of the organization for the evening. Maj. J. Lee Nicholson, C. P. A., gave an interesting address on cost accounting and education. While not a printer, Major Nicholson is an authority on cost accounting, and his talk was both interesting and instructive. T. E. Donnelley, president of R. R. Donnelley & Sons Company, spoke on "A Message to Printers." He reviewed some of the struggles of the printing industry during the past thirty years in bringing the trade to its present high standard, and urged the coming executives of the printing business to show as much progress in the next thirty years. T. E. Quin presented the certificates to the graduates.

M. Walter Dunne.

M. Walter Dunne, formerly connected with P. F. Collier & Sons, publishers, and associated with the late Peter F. Collier in building up the business, died on April 9 at a private hospital at Brentwood, Long Island. Mr. Dunne was born in Ireland fifty-five years ago, coming to America as a boy. During his publishing experience he was active in the direction of the preparation of a translation of Guy de Maupassant's works, several editions of the classics, as well as the publication of an edition of the Church of England Prayer Book. He retired two years ago because of ill health.

Annual Meeting of the Western New York Publishers' Association.

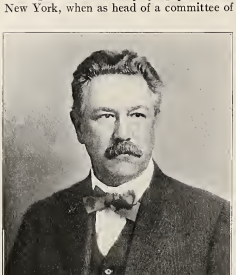
A very enjoyable, instructive and constructive meeting of the Western New York Newspaper Publishers' Association was held in Rochester, April 17, according to the printed report, a copy of which was sent to the editor of THE INLAND PRINTER.

In his talk on "A Fair Advertising Rate," W. B. Sanders, of Nunda, urged the imperative necessity of each publisher finding out his advertising cost per inch, this cost to be used as a basis for establishing the advertising rate for his newspaper. Edgar S. Barnes, of the *Geneseo Republican*, told of his experiences in advancing his paper recently to $2 a year. "The Press and the Pulpit" was the subject discussed by Rev. E. A. Matthews, of Wellsville. Carl D. Smith, of the *Victor Herald*, advocated greater cooperation among printers in each community. The Standard cost finding system and the Franklin printing price list were discussed, and their adoption was urged by the publishers.

John E. DuBois, of the *Newark Union-Gazette*, was re-elected president of the association. Other officers are: Vice-President, Edward M. Perkins, *LeRoy Gazette;* secretary-treasurer, C. Reed Clark, *Perry Record;* chairman of Executive Committee, Frank E. Gannett, *Rochester Times-Union*.

New York Employing Printers Pay Tribute to William Green.

In recognition of the service rendered to the organizations of employing printers of New York, when as head of a committee of



William Green.

five appointed in April, 1919, to adjust labor difficulties, he was active in effecting a settlement with the various allied unions, William Green, president of the United Typothetæ of America, was presented by his associates with the deed to a house and lot in New Rochelle, New York, at the amalgamation meeting of the Association of Employing Printers and the New York Master Printers' Association held April 19.

The presentation was made by Ernest F. Eilert, president of the New York Employing Printers' Association, following the final report of the committee by Mr. Green. The gift came as a complete surprise to Mr. Green, and following the presentation, he humorously suggested that another strike be started next fall. A large bouquet of roses was also presented to him.

Craftsmen to Meet in Washington, D. C., August 21 to 23.

Brief mention was made in the May issue of THE INLAND PRINTER of the first annual meeting of the International Association of Printing House Craftsmen, to be held in Washington, D. C., August 21 to 23.

The convention committee is planning to make a pronounced success of this, the first convention of the organization, and thereby set a pace for future gatherings of this kind. The purpose is to furnish its delegates profitable entertainment in connection with the business of the convention. In addition to a ride through the big parks of the city, visits will be made to the Government Printing Office and to the Bureau of Engraving and Printing. The advisability of having an exposition of appliances in the printing and allied trades, and an exhibition of samples of fine printing, for the benefit of the delegates, has been suggested. If approved, the exposition will be continued for a week or ten days, for the benefit of the local craftsmen. A souvenir publication in magazine form, including valuable information to the craft at large, will be issued by the committee.

The convention will be held at the Ebbitt Hotel, and the business sessions will be conducted in the renowned Crystal Room of that building. The first meeting will be held at ten o'clock on the morning of August 21, the subsequent meetings to be controlled by the action of the convention.

W. C. Deane, secretary of the committee, will be glad to give further information to persons interested in the convention. Mr. Deane may be addressed at 2900 Fourteenth street, N. W., Washington, D. C.

American Writing Paper Company Adds to Staff.

Robert E. Ramsay has been appointed director of the departments of sales promotion, advertising and publicity of the American Writing Paper Company, according to a recent announcement received by THE INLAND PRINTER. Prior to joining that company Mr. Ramsay was editor of *Advertising and Selling*. He has had considerable experience in advertising and salesmanship with some of the largest manufacturing concerns in the country. Mr. Ramsay is the author of the new book, "Effective House Organs," and is a contributor to several magazines, including THE INLAND PRINTER.

The American Writing Paper Company announces further increases in the personnel of its departments of sales promotion, publicity and advertising: Almon W. Spaulding and William Robins, both of whom began their duties last month.

Mr. Spaulding is a native of Massachusetts, his home town being Newton. He was graduated from the Massachusetts Agricultural College in 1917, and soon afterward enlisted as a private in the United States Ambulance Service with the French Army, and after serving twenty-two months in France came out in June, 1919, as a first lieutenant. Before joining the company's forces Mr. Spaulding gathered experience in the advertising department of one of the large stores of Boston.

William Robins' work in the sales promotion department will include the systematizing of the large mailing lists, which have grown to considerable proportions. Mr. Robins has had much advertising experience with Sperry & Hutchinson, and with the *New York Times*, also with the O. J. Gude Company, one of the largest advertising agencies in the country.

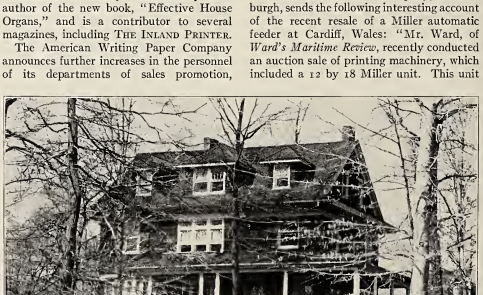
Joseph Hays Passes Away.

As the last forms for this issue were being closed we received the sad news of the death of Joseph Hays, manager of the typographic and advertising departments of the Lanston Monotype Company, Philadelphia. Mr. Hays passed away on May 18, after a severe attack of pleuro-pneumonia following the grippe.

Miller Feeders Sell at Auction at Prices in Excess of Regular Selling Price.

A. W. Barrett, London representative of the Miller Saw-Trimmer Company, of Pittsburgh, sends the following interesting account of the recent resale of a Miller automatic feeder at Cardiff, Wales: "Mr. Ward, of *Ward's Maritime Review*, recently conducted an auction sale of printing machinery, which included a 12 by 18 Miller unit. This unit sold under the hammer for £90 more than the present sale price. It was the only machine in the entire plant that exceeded its original value in price."

The sale of this feeder parallels the sale of a Miller feeder by auction April 7, in the plant of the United Printing & Stationery Company, of Philadelphia. That machine, attached to an old press, brought $1,125. It was purchased a few months before for $800.



Home in New Rochelle, New York, Presented to William Green in Recognition of Service Rendered Employing Printers of New York.

Baird Printing Company Holds Annual Banquet.

Saturday, May 1, the Baird Printing Company, of Chicago, held its tenth annual banquet in the Hotel La Salle, which was followed by a theater party at one of the



Tenth Annual Banquet of the Baird Printing Company, Chicago, Illinois.

local theaters. Immediately after the show, Mr. Baird, head of the concern, presented each employee with a check, the amounts being prorated according to the term of service.

These annual banquets and other expressions of interest and good will by Mr. Baird have done much toward creating a unity of purpose between the firm and the working staff. From a meager beginning in 1910 with only three men and a working capital of a few hundred dollars, the plant has grown to be one of the largest and most modernly equipped advertising composition plants in the country. The concern numbers among its clientele many of the largest advertising men and advertising agencies in the United States. The advertisements prepared by the Baird company appear not only in the leading magazines and periodicals of this country, but are being published in foreign lands as well.

One of Mr. Baird's associates characterizes his chief thus: "Though forceful and exacting in strictly business matters, he is more than an employer — he is a congenial, companionable, fellow workman, commanding respect of all by granting that same respect whenever and wherever it is deserved. Such men succeed because they deserve to succeed."

Printers' Supplymen's Club of Chicago Holds May Meeting.

The regular monthly dinner-meeting of the Printers' Supplymen's Club of Chicago was held Friday, May 7. After the dinner and the transaction of routine business, the president introduced the speaker of the evening, E. L. Wilson, production engineer with the Regan Printing House, Chicago. Mr. Wilson took for his subject "The Salesman from the Buyer's Viewpoint." His talk was well received by the members of the club, who welcomed the opportunity of hearing something from the other side of the printing business. In view of the points the speaker brought out, it was suggested that a better title for his talk would have been, "Don'ts for Salesmen."

The secretary of the club was instructed to make arrangements for the annual ladies' night, at the Terrace Garden, one of the show places of Chicago, on the evening of June 4. This meeting closes the activities of the club until September.

Evangelical Press to Be Enlarged to Six Stories.

With the reunion of the United Evangelical Church and the Evangelical Association, which is now said to be a certainty, the present plant of the Evangelical Press, valued at $750,000 will be enlarged with the addition of two or three more stories to cover the area of the present structure, which occupies an entire block in the business section of Harrisburg, Pennsylvania.

The first publishing house of the denomination was established in a building 20 by 26 feet, in New Berlin, Pennsylvania, in 1817. A larger plant was built there in 1819, and in 1854 the plant was removed to Cleveland, Ohio. Following a division of the Evangelical denomination into the Evangelical Association and the United Evangelical Church, the United Evangelical branch established its publishing house in Harrisburg, Pennsylvania. It was enlarged from time to time until January, 1917, when the building of the present modern plant was begun.

At a reception given by the Evangelical Press to the Kiwanis Club of Harrisburg recently, James J. Nungesser, manager of the plant, stated that the Press has never been run for individual profit. It has no stockholders and has declared no dividends. It was established on borrowed money, and all additions and extensions were paid for out of earnings. Whatever surplus is earned each year, over the cost of extensions and operation, is paid out in gratuities to superannuated clergymen and to the widows and orphans of clergymen.



Present Plant of the Evangelical Press, Harrisburg, Pennsylvania, Soon to Be Enlarged to Six Stories.

New Achievement in Manufacture of Catalogue Cover.

A new achievement in the manufacture of catalogue cover paper for embossing and unusual and striking color effects, is announced by the Peninsular Paper Company, of Ypsilanti, Michigan, originators of the Neapolitan cover. The new cover product, made by a special process, is said to bring out very distinctly laid marks and to give more pleasing light and dark effects. The surface is more uniform than that of ordinary laid cover stock, and affords much better printing qualities.

The texture of the product is strengthened by the use of a larger amount of rags, which softens the surface so that the sharpest embossing does not break or injure its fibre. This construction also enables more perfect folding. It may be used on work requiring antique paper. The prime consideration, according to the manufacturers, is to supply a cover of dignity. The cover paper is carried in stock in standard sizes and weights, and is made in a range of colors, from white through neutral shades to dark brown and green, and of such variety as to take any combination of inks.

Ink Firm to Manufacture in South America.

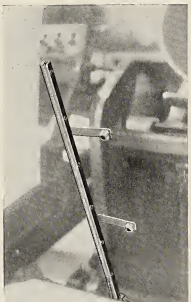
Chas. H. Ault, president of the Jaenecke-Ault Company, printing ink and dry color manufacturers, of Newark, New Jersey, recently returned from a four months' trip, going first to South America and visiting all

the principal cities therein, after which he went to England and France. Mr. Ault found the printing business going strong everywhere in his travels, and was particularly impressed with the favorable opportunity for an extension of American export trade, but emphasized the necessity of better service, both freight and passenger, the latter particularly, to the foreign countries. The Jaenecke-Ault Company has a completely equipped branch establishment in Buenos Aires and is also preparing to do considerable manufacturing there.

Brown Split Grippers for Platen Presses.

George H. Brown, dealer in print shop specialties, is introducing his split grippers to the trade. These grippers are novel in action, permitting the pressman to print and perforate, crease, or punch at one operation, yet they are simple in construction and easily attached by any pressman.

As the illustration shows, the gripper is split for the insertion of a perforating blade, creasing blade, or punching die. Since the attachment is part of the gripper and is not inked, a clean job is assured. The perforation is made by the furniture in the form coming in contact with the gripper when the



The Brown Split Gripper with Perforating Blade and Punching Die in Operating Position.

impression is taken. The split gripper also may be used as an ordinary gripper if it is so desired.

Mr. Brown offers to refund the purchase price of a set if they do not prove satisfactory. He may be addressed at 172 West Clifford street, Providence, Rhode Island.

Welch-Haffner Printing Company Succeeds Brock-Haffner Press.

Charles M. Welch, for four years vice-president and general manager of the Brock-Haffner Press Company, Denver, has purchased the shares in the company heretofore owned by B. F. Scribner and John L. Brock, and the name of the corporation has been changed to The Welch-Haffner Printing Company. The officers and directors are: Charles M. Welch, president and treasurer; Philip H. Welch, his son, who since his return from overseas service with the Second Division, United States Army, has been connected with the Omaha Printing Company of Omaha, vice-president; O. E. Haffner, son of the late Frank J. Haffner, founder of the business, secretary. The company operates a complete photoengraving, printing and bindery establishment and specializes in color plate making and color printing. Charles H. Brown, who has been assistant general manager, has been made general manager, and A. C. Steffens continues as superintendent. The company, which has recently increased its capacity by the installation of new equipment, is planning to take into the concern as stockholders a number of employees in recognition of long service. Mr. Welch, who is now in control, was formerly a newspaper man at Syracuse, New York.

Chicago Craftsmen Hold May Meeting.

L. W. Claybourn, of the Menasha Printing & Carton Company, Menasha, Wisconsin, was the speaker at the regular meeting of the Chicago Club of Printing House Craftsmen, Tuesday, May 18. Following the dinner and business session, Mr. Claybourn gave his lecture on "Perfecting or Correcting of a Printing Plate." His talk was illustrated by moving pictures showing machinery and methods used in the manufacture of plates which are said to be correct as to printing height and which require no make ready. He also explained the method of making a non-stretch curved plate for rotary presses. Mr. Claybourn's lecture was at once interesting and instructive, and was the subject of considerable discussion by the members of the club.

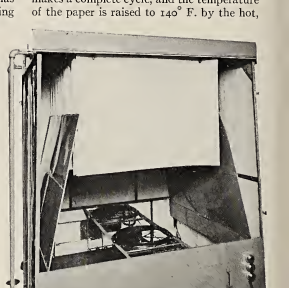
Delegates were elected for the first annual convention of the International Association of Printing House Craftsmen, to be held in Washington, D. C., August 21, 22 and 23.

The Poggel Paper Seasoner.

Printers and lithographers do not need to be told of the difficulties in using green, unseasoned paper. The losses in spoiled stock and the time wasted in make ready on work requiring close register, are familiar to all. In order to season the stock, it has been necessary to depend on more or less haphazard processes, which require large floor space and have been quite independable. Results were largely dependent on weather conditions, and the heat of the ordinary process is of considerable discomfort to the employees.

To overcome these disadvantages, the Poggel Paper Seasoner has been designed. Its inventor, himself a lithographer of long experience, fully appreciates the essentials of a successful paper seasoner. The Poggel Paper Seasoner occupies a minimum of floor space, and is said to do its work regardless of weather conditions. Being totally enclosed and heat insulated, it may be operated in the pressroom.

The illustration shows a "charge" of paper in place with the cabinet rolled under the frame. After the doors are closed, the machine is ready for operation. The air makes a complete cycle, and the temperature of the paper is raised to 140° F. by the hot,



The Poggel Paper Seasoner With "Charge" of Paper to Be Seasoned.

dry air, and is then reduced to the temperature of the room, when the paper is ready for the press.

This device will doubtless meet with favor among the printers and lithographers of the country. Prices and terms may be had upon application to the Advance Manufacturing Company, 236 West Jefferson street, Louisville, Kentucky.

Horton Manufacturing Company Issues Descriptive Booklet.

The Horton Manufacturing Company, 3008 to 3016 University avenue, S. E., Minneapolis, Minnesota, has recently issued a booklet of general description and installation instructions for the Horton Variable Speed Pulleys. Its sixteen pages are packed with useful information for the printer who is interested in better power transmission. Horton pulleys are now made for creasing and embossing presses, cylinder presses, folding machines, automatic presses, as well as for platen presses.

Kucher & Miller to Handle the Taylor Adjustable Type Mold.

Albert Ribaut, who has been selling the Taylor adjustable type mold, announces that he has turned the business over to Kucher & Miller, Inc., 34 Barclay street, New York city. Mr. Ribaut informs THE INLAND PRINTER that those people have manufactured the mold for him since he first took up the proposition. He has been conducting the business as a side line, but found that it took too much time from his regular occupation. Mr. Ribaut is employed as a monotype machinist with the M. B. Brown Printing Company, New York city, having charge of nine casters and nine keyboards.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY, 632 SHERMAN STREET, CHICAGO.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago.

SUBSCRIPTION RATES.

One year, $4.00; six months, $2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMMLE & Co., 87 Clarence street, Sydney, N. S. W.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for $1.00. Under all other headings, price is 50 cents per line; minimum, $1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

PROSPEROUS-GOING PRINTING PLANT FOR SALE — Including good-will and machinery, complete composing room, pressroom and bindery; equipment all of latest design and handling high-class, big edition magazine and catalogue printing; centrally located — New York city; owner wishes to be relieved of responsibility; replacement value of plant, $375,000; can be purchased for $300,000; $100,000 cash, balance arranged on suitable terms; unusual opportunity for person with capital to take up and continue on with a prosperous, well-established business. C 143.

FOR SALE — Printing, lithograph, monotype, bindery and poster plant in Pennsylvania; work comes by mail from many states; owner has over 600 live engravings; sale must be immediate, account of serious illness. If plant is not sold as a whole, will sell lithographing, press printing, monotype or poster plant separate. Particulars upon request. PECKHAM MACHINERY CO., Marbridge bldg., 34th and Broadway, New York city.

FOR SALE — Printing plant, modern, well-equipped; 30 miles from New York; established yearly business of $150,000; model plant, excellent good will, proven profits; reason for selling: illness of owner and inability to carry on with the continual rapid growth; buyer must have $40,000 — balance easy terms. C 126.

FOR SALE — Whole or half interest in prosperous printing, bookbinding and office supply business; good clean trade, practically no competition; invoices over $40,000; cash or terms if sold for July 1st possession; reason for selling: poor health of principal stockholder. C 934.

FOR SALE — A good job office in a northern Indiana county seat; doing a good business without solicitation; a hustler can build up a big trade; owner wishes to retire on account of ill-health and age and will sell cheap. C 136.

WANTED — One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

COUNTY SEAT DAILY — Central California; growing city of 3,500; full equipment; will pay for itself; $12,000 — one-third cash, balance 6 years, 6 per cent. C 142.

FOR SALE — Good established job printing office in Indiana county seat; price, $3,500. C 954.

FOR SALE.

FOR SALE — Cylinders, jobbers, stitchers, proof presses, folders, punches, paper cutters, special machinery, outfits — large and small, new or overhauled, in all sizes and styles. Tell us your wants and we will give you description of machines in stock, or those we can secure for you. One 48-inch and one 66-inch Huber Hodcrman, each with Cross feeders; 62-inch Gottrell; 25 and 30 inch Pony Campbells; 37 by 52 Campbell 7 quarto; 27 by 40 Swink; 29 by 42 Scott 4-roller, carrier delivery; 36-inch Sheridan auto cutter; 26 by 38 Seybold heavy embosser, nearly new; 44-inch Dexter power cutter; Latham ¼ and ⅝ inch wire stitchers; Burton rotary perforator; National rotary perforator; 2 punches; drum presses, 16 by 22 up to 32 by 47 inches; large stock miscellaneous machinery; outfits; small job up to large catalogue plants; new and overhauled machinery in stock. Sell us your surplus machinery. WANNER MACHINERY COMPANY, 716 S. Dearborn st., Chicago.

FOR SALE — 1 Golding press with motor, starting box and rheostat, 10 by 15; Chandler & Price press with motor, starting box and rheostat, 10 by 15; 1 Gordon press with one starting box, 8 by 12; 1 multigraph machine and equipment for same; 1 30-inch hand cutter, built by Robt. Preston; 3 drying racks; 1 padding machine; 2 wooden clamps; 3 stools; paper and cardboard supplies (approximately 900 lbs.); electrotypes; 1 small bench vise; type forms; 3 racks with type; 1 stone; 1 form rack; 1 wooden rack with riglets; 3 wooden racks with leads; 1 wooden rack with wood furniture; 1 lead cutter; 3 quoin keys; 1 mallet; supply of quoins; type rack for multigraph machine; 1 Southworth punching machine (single punch); 1 desk and chair; 1 rack for electrotypes; 3 boxes of electrotypes (junk); 30 lbs. of ink. C 130.

FOR SALE — Goss semi-rotary printing press, prints 8-page 7-column newspaper from flatbed using 46-inch rolls; produces 3,000 complete papers, folded, in one hour; can be seen in operation; a splendid buy. THE WILLIAM FEATHER COMPANY, Caxton Bldg., Cleveland, Ohio.

Megill's Patent
SPRING TONGUE GAUGE PINS



QUICK ON
Send for booklet this and other styles.

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES



VISE GRIP
Send for booklet this and other styles.

FOR SALE — One Huber Hodgman, two-color, 46 by 60 inch press; one No. 3 Miehle press, serial No. 9941; complete monotype equipment, consisting of two casters, two keyboards, miscellaneous molds and matrices, 220-volt motor equipment; one No. 290 Dexter parallel folder; one No. 103 Dexter D/16, 49 inch; one 42 by 62 inch Chambers D/16 folder; one 46 by 70 inch Brown D/16 folder; one No. 91 Dexter jobber; one No. 90 Dexter jobber; one Dexter No. 121, 40 by 54 inch quad folder with Dexter pile feeder; two No. 5 Universal feeders with individual motors; one 4/0 Miehle press, 46 by 65 inch; one 44 by 64 inch Fuchs & Lang bronzer; one Royal router; 20 sections of Old Style Wesel bases, 23 by 32 inches; for immediate shipment. GEORGE R. SWART & CO., Inc., Marbridge bldg., 1328 Broadway, New York city.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one Kidder 12 by 26 inch two-color printing, cutting and creasing press; two two-color 6 by 6 inch New Era presses; one high-speed Meisel ticket rotary, size 10 by 15 inches. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

FOR SALE — Acme power self-clamping cutter No. 1389, squares 32-inch; Latham Monitor stitcher No. 3689, capacity ¾ inch; Huber printing press size No. 2, 2-revolution, fly delivery, 3-form roller, bed 38 by 50, 1 Melling furnace, 306-lbs. capacity; 1 Monotype air pump, fine shape. C 128.

FOR SALE — Two Huber-Hodgman cylinder presses equipped with Cross feeders; will feed and print sheet 34 by 46; fine condition; can be seen running; selling because size too small; price $2500 each on our floor. Apply or write KIMBALL-STORER CO., Minneapolis, Minn.

FOR SALE — One Stimpson round hole, foot power perforator and one 30-inch Standard National rotary perforator; both machines are in first-class condition and in daily use in our plant; the first is appraised at $315 and the second at $523.94. Make cash offer. C 930.

FOR SALE — Hoe web pamphlet press; takes up to 56-inch roll, delivers product 24 inches long with one fold, 4, 8, 12, 16, 20, 24, 32 and 48 pages; a high-grade press but little used. GEORGE F. DARROW, Ogdensburg, N. Y.

JOB PRINTING PLANT, including 33 by 45 cylinder, linotype, folder, power cutter, in fact everything essential to an up-to-date shop, for sale; guaranteed in A-1 condition; must be seen; located in city near Chicago. C 131.

FOR SALE — Dexter jobbing folder, 22 by 28 sheet, 3 parallel folds and right angle folds; used very little; can be seen in operation; immediate delivery; price $1200 f. o. b. Cleveland. THE PENTON PRESS, Cleveland, Ohio.

FOR SALE — Dexter job folder, size 32 by 44, serial No. 4411, equipped with 1 h. p. single phase motor, 110 volts alternating current. For quick sale we offer a real bargain. CEDAR VALLEY TIMES, Vinton, Iowa.

FOR SALE — 33 by 44 Brown Togo folder in excellent condition, with or without motor; also 13 by 19 Colts Armory in fair condition. Printing Department, BECKWITH COMPANY, Dowagiac, Michigan.

FOR SALE — Monotype caster, two Singer sewing machines, and one double 16 Chambers folder; all can be seen working and in perfect order. VIRGINIA STATIONERY CO., Inc., Richmond, Va.

FOR SALE — One 10 by 15 inch Chandler & Price jobber with Humana feeder attached; fast and efficient; also one 7 by 11 inch Golding jobber; prices reasonable. Write C 139.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

FOR SALE — At half price, a No. 9 four-roller Optimus, 39 by 55, good as new; too large for us; can be seen in operation. THE BOND PRESS, Inc., Hartford, Conn.

FOR SALE — Babcock Pony drum cylinder, regular, table distribution, good condition. For further particulars write BUSH & MORGAN, Ironton, Ohio.

FOR SALE — G-2 graphotype, 110 volt motor, No. 4 dies; in excellent condition and practically new; price very reasonable. C 78.

FOR SALE — Hoe cylinder press, sheet 20 by 25; good condition. SHEIP & VANDEGRIFT, 812 N. Lawrence st., Philadelphia, Pa.

COPIES OF INLAND PRINTER 1892-1908 — ten years are complete. SUDERLEY, 25 Ninth av., East Orange, N. J.

PRINTING PRESS, COTTRELL, 45 by 62, two revolution; price, $1,200. BOX 157, Xenia, Ohio.

FOR SALE — One Dexter Folder Company's feeder. BYRON WESTON CO., Dalton, Mass.

HELP WANTED.

Bindery.

BINDERY FOREMAN — Thoroughly experienced on edition, pamphlet and catalog work; practical in all branches, to act as working foreman of edition and pamphlet bindery, handling high-grade work; one possessing the ability to handle help efficiently and produce work systematically; prefer a man competent to estimate costs and who has full knowledge of all stocks and materials; excellent permanent position for reliable industrious man; state fully past experience, age, qualifications, salary expected, etc. C 123.

WANTED — A good forwarder and finisher combined, also a first-class ruler to work or take stock in a good paying cooperative printshop and bindery; best salaries paid; an extremely rare opportunity for live middle-aged men to provide for old age. C 133.

WANTED — First-class forwarder and finisher familiar with blank books and loose leaf binders; also first-class paper ruler. A. G. GORDON CO., Box 753, Winston-Salem, N. C.

Composing Room.

LINOTYPE MACHINIST OPERATOR WANTED — Machinist-operator capable handling two model nine linotypes in first-class job plant working under excellent conditions can make good connection at good wages by writing THE GERLACH-BARKLOW CO., Joliet, Ill. Union.

GOOD PRINTER WANTED — The best man we can find for the office of a shop that has made some reputation for the quality of its work; he must know good printing and how to produce it in every detail. THE MARCHBANKS PRESS, New York.

WANTED — Swedish-American allaround job printer who can handle platen presswork; also Swedish-American linotype machinist operator; none but first-class apply; union, good wages. TURLOCK DAILY JOURNAL, Turlock, Calif.

PRINTER WANTED — First-class country printer to accept position in one of finest printing plants in middle west; excellent working conditions at good pay; union. THE GERLACH-BARKLOW CO., Joliet, Ill.

WANTED — Working foreman modern equipped job office; open shop; northwest city of 100,000, ideal place to live, best of wages and conditions. C 135.

WANTED — Thoroughly competent stoneman in a strictly up-to-date plant in the middle West; a good proposition for man who can make good; union shop. C 29.

LINOTYPE OPERATORS — Union or non-union, day or night shift; to work in large publication plant in Wisconsin; high wages, permanent positions. C 101.

WANTED — Compositor; good position for right man; modern plant; state experience and salary desired. NEWS PRINTING HOUSE, Charlotte, N. C.

WANTED — Monotype keyboard operator, male or female; steady employment; hurry. THE ROYCROFTERS, East Aurora, N. Y.

PRINTER — Look-up man; one capable of taking entire charge of look-up in publication plant in Wisconsin. C 98.

COMPOSITORS on job and advertisements; union. PUBLISHERS PRESS, Atlanta, Ga.

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ENGRAVER WANTED — We have a steady position for a first-class engraver, preferably one familiar with the engraving of dies for holiday greetings; excellent working conditions, 48 hours per week, Saturday afternoon off the year round; 38 miles — one hour's ride — from Chicago. HOLIDAY GREETING DIVISION, THE GERLACH-BARKLOW CO., Joliet, Ill.

ENGRAVER WANTED — Young man capable of retouching machine engraving; excellent working conditions, 48 hours per week, Saturday afternoon off the year round; thirty-eight miles — one hour's ride — from Chicago. The Holiday Greeting Division, THE GERLACH-BARKLOW CO., Joliet, Ill.

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YOUNG MAN as assistant in estimating department in Western New York plant; must be conversant with Standard cost finding system, and preferably (though not necessarily) a graduate of estimating course. C 93.

AMBITIOUS YOUNG MAN as assistant estimator in a Virginia city. Give full particulars first letter. C 134.

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SUPERINTENDENT is needed in a modern printing office located in the South; work handled is the better class of catalog and commercial work; man with executive ability able to produce work at minimum cost; open shop. LINOTYPE, Box 553, Richmond, Va.

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MAN with practical experience for production superintendent in large western New York plant; good salary for the right man. C 96.

Pressroom.

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LINOTYPE INSTRUCTION — 15 Merzenthalers; day course, eight weeks, $100; 12 years of constant improvement; every advantage; thorough mechanical instruction. Call, write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133 East 16th st., New York city.

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THE MONOTYPE OPERATOR is the man who is in line for advancement. Learn the Monotype and not only make more money but be ready for future promotion; it only takes a short time in the Monotype school to make an operator of a compositor. There are schools in Philadelphia, New York, Chicago and Toronto, in which the tuition is free. Why not take up the Monotype? LANSTON MONOTYPE MACHINE COMPANY.

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SITUATIONS WANTED.

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WANTED — Position as superintendent or assistant superintendent of large printing plant by job printer and linotype operator-machinist of 30 years' experience; estimator and correspondent; 15 years in last position as superintendent of small plant; east of Chicago preferred. C 92.

WANTED — A position as a superintendent, formerly a superintendent of presses; having charge of production at present; familiar with office detail, including purchasing supplies, with a thorough knowledge of the printing business. C 129.

WANTED — Superintendency or managership of medium-sized printing plant producing high-grade work; experience and judgment in handling men and work. C 127.

Pressroom.

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WANTED — We will buy, or sell for you, your surplus machinery. Send us your list and if possible description, condition and price f. o. b. your city. We can handle your complete plant. WANNER MACHINERY COMPANY, 716 S. Dearborn st., Chicago.

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WANTED TO BUY secondhand Meisel and Kidder flat-bed roll presses; what have you to sell in any style of roll printing presses? Address with full particulars THE STANDARD REGISTER COMPANY, Dept. P., Dayton, Ohio, U. S. A.

WANT used gas Linotype and Intertype pots. If you have replaced any with electric pots and they are in good condition, you can turn them into money by addressing C 948.

WANTED — Matrix rolling machine — casting box — 1,000 lb. metal pot. Write us in reference to any stereotype machinery you have for sale. THE STANDARD REGISTER CO., Dayton, Ohio.

WANTED — E-1 Harris press; must be in first-class condition. BOSTON INDEX CARD CO., 115 Purchase st., Boston, Mass.

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WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED — Meisel sales book press. State full particulars and best price in first letter. C 25.

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AMERICAN TYPE FOUNDERS CO.— See Typefounders.

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Counting Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

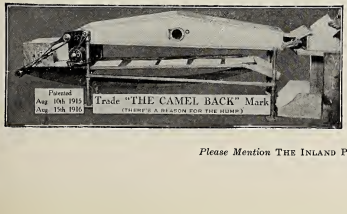
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BARNHART BROTHERS & SPINDLER — See Typefounders.

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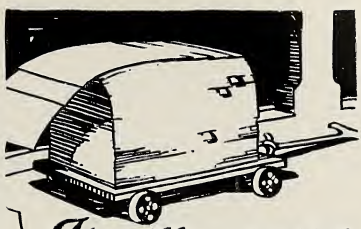
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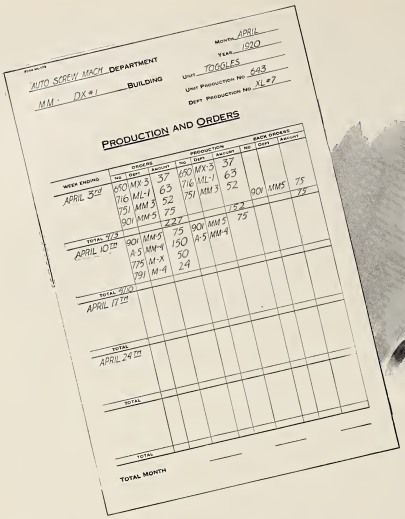
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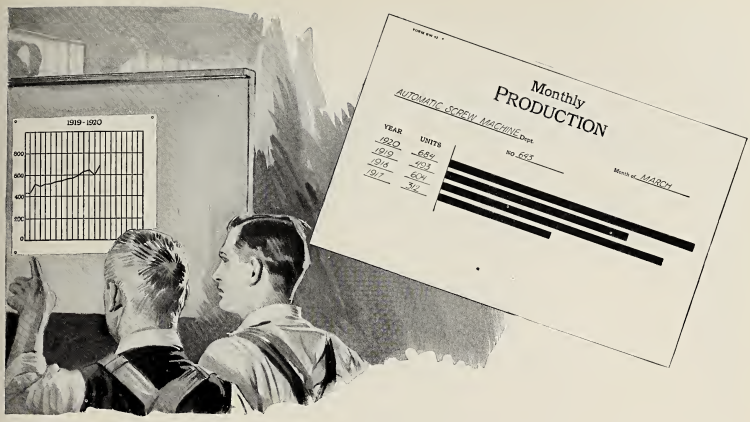
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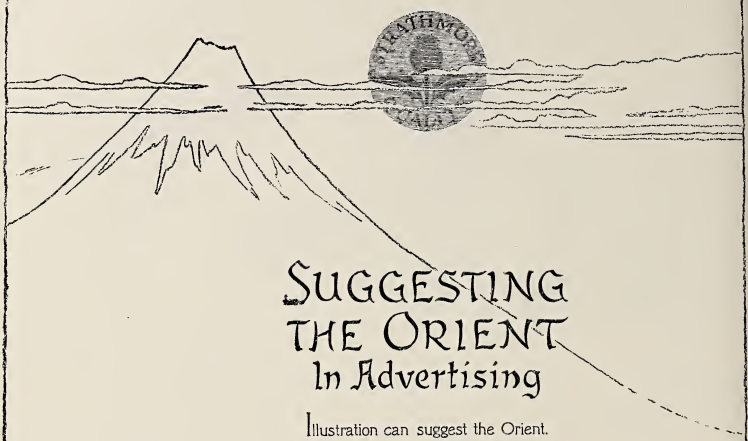
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Whose strength does not yield to any competitive grade.

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Blake-Moffitt & Towne Paper Co.

LOUISVILLE, KY.
*Louisville Paper Co., Inc.

LYNCHBURG, VA.
Caskie-Dillard Co., Inc.

MILWAUKEE, WIS.
*The W. F. Nackie Paper Co.

MINNEAPOLIS, MINN.
*The John Leslie Paper Co.

NASHVILLE, TENN.
*The Graham Paper Co.

NEW ORLEANS, LA.
*E. C. Palmer & Co., Ltd.

NEWARK, N. J.
*J. E. Linde Paper Co.
*Lasher & Lathrop, Inc.

NEW YORK CITY, N. Y.
Jay H. Albere
American Paper Mills Corp.
Alexander-Holden Paper Co. Inc.
Beekman Paper & Card Co., Inc.
Forest Paper Co., Inc.
Joseph I. Grady, Inc.
Harlem Card & Paper Co.
Holden & Hawley, Inc.
C. B. Hewitt & Bros., Inc.
Junger Paper Co.
Lasher & Lathrop, Inc.
*J. E. Linde Paper Co.
Manhattan Card & Paper Co.
Richter Card & Paper Co.
Royal Card & Paper Co.
M. & F. Schlosser
W. G. Willmann Paper Co. Inc.

NEW HAVEN, CONN.
*New Haven Paper Co., Inc.

NORFOLK, VA.
R. P. Andrews Paper Co.

OAKLAND, CAL.
*Zellerbach Paper Co.

OKLAHOMA CITY, OKLA.
The Western Newspaper Union

OMAHA, NEB.
Carpenter Paper Co.
*Western Paper Co.
Field-Hamilton & Smith Paper Co.

PHILADELPHIA, PA.
Charles Beck Co.
A. S. Darz & Son
Garrett-Buchanan Co.
*A. Hartung & Co.
*D. L. Ward Co.

PITTSBURGH, PA.
*The Alling & Cory Co.

PORTLAND, ORE.
Blake, McFall Co.
*Zellerbach Paper Co.

PROVIDENCE, R. I.
R. L. Greene Paper Co.

RICHMOND, VA.
*The Whitaker Paper Co.

ROCHESTER, N. Y.
*The Alling & Cory Co.

ST. LOUIS, MO.
*Acme Paper Co.
The Graham Paper Co.

ST. PAUL, MINN.
*Nassau Paper Co.

SALT LAKE CITY, UTAH
Lambert Paper Co.
*Western Newspaper Union

SAN ANTONIO, TEXAS
*San Antonio Paper Co.

SAN FRANCISCO, CAL.
Blake-Moffitt & Towne Paper Co.
*Zellerbach Paper Co.

SEATTLE, WASH.
American Paper Co.
*Zellerbach Paper Co.

SPOKANE, WASH.
*John W. Graham & Co.

SPRINGFIELD, MASS.
*The Paper House of New England

SPRINGFIELD, OHIO
Singer-Leedom Paper Co.

TOLEDO, OHIO
*The Central Ohio Paper Co.

TROY, N. Y.
Troy Paper Co.

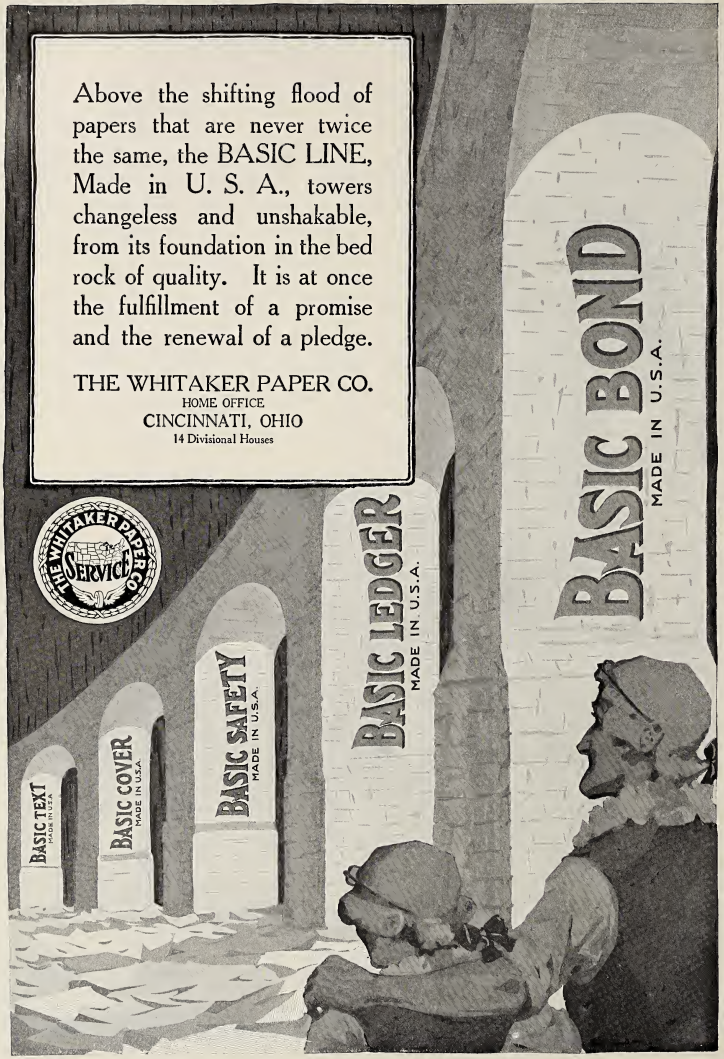
WASHINGTON, D. C.
R. P. Andrews Paper Co.

YORK, PA.
R. P. Andrews Paper Co.

WINNIPEG, CANADA
John Martin Paper Co., Ltd.

*Agents for "Oak Leaf Coated Covers." Watch for announcement of the new lines to be featured during 1920

A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U. S. A.


Above the shifting flood of papers that are never twice the same, the BASIC LINE, Made in U. S. A., towers changeless and unshakable, from its foundation in the bed rock of quality. It is at once the fulfillment of a promise and the renewal of a pledge.
THE WHITAKER PAPER CO.
HOME OFFICE
CINCINNATI, OHIO
14 Divisional Houses
THE WHITAKER PAPER CO.
SERVICE
BASIC TEXT
MADE IN U.S.A.
BASIC COVER
MADE IN U.S.A.
BASIC SAFETY
MADE IN U.S.A.
BASIC LEDGER
MADE IN U.S.A.
BASIC BOND
MADE IN U.S.A.

You Will be Glad to Know a Paper Like

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Distributors

Albany	W. H. Smith Paper Company
Atlanta	Sloan Paper Company
Baltimore	Baltimore Paper Company, Inc.
Boston	Carter, Rice & Co., Corp. The A. Storrs & Bement Company
Buffalo	The Disher Paper Company
Chicago	Swigart Paper Company The Paper Mills' Company
Cincinnati	The Chatfield & Woods Company
Cleveland	The Union Paper & Twine Company
Des Moines	Pratt Paper Company
Detroit	The Union Paper & Twine Company
Harrisburg	Donaldson Paper Company
Kansas City	Benedict Paper Company
Los Angeles	Blake, Moffitt & Towne
Louisville	The Rowland Company
Manila, P. I.	J. P. Heilbronn Company
Milwaukee	The E. A. Bouer Company
Minneapolis	Minneapolis Paper Company
Nashville	Clements Paper Company
Newark	J. E. Linde Paper Company
New Haven	The A. Storrs & Bement Company
New York	J. E. Linde Paper Company Miller & Wright Paper Company
Norfolk	R. P. Andrews Paper Company, Inc., of Va.
Omaha	Carpenter Paper Company
Philadelphia	A. Hartung & Company Riegel & Company, Inc.
Pittsburgh	General Paper and Cordage Company
Portland, Me.	C. H. Robinson Company
Portland, Ore.	Blake, McFall Company
Richmond	Virginia Paper Company
Salt Lake City	Carpenter Paper Company of Utah
San Francisco	Blake, Moffitt & Towne
Seattle	American Paper Company
Spokane	Spokane Paper and Stationery Company
Springfield, Mass.	The Paper House of N. E.
St. Louis	Beacon Paper Company
St. Paul	E. J. Stilwell Paper Company
Tacoma	Tacoma Paper and Stationery Company
Washington	R. P. Andrews Paper Company
Winnipeg, Manitoba, Canada	The Barkwell Paper Company
Export	A. M. Capen's Sons, Inc., New York W. C. Powers Company, Ltd., London, England
Envelopes	United States Envelope Company, Springfield, Mass.

PROBABLY you've looked for a bond paper to meet a customer's requirements on a job that needed a combination of real quality with moderate price. You could find papers with the right quality, but whose price put them far out of reach. Then you could find papers whose *price* was low enough, but whose *quality* was impossible.

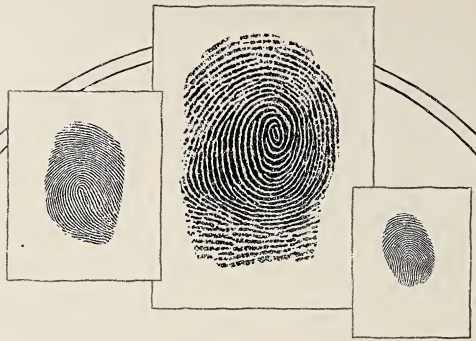
That happy medium in bond papers is really attainable. You will find that SYSTEMS BOND combines genuine quality with reasonable price. SYSTEMS is a rag-content, loft-dried sheet, but its price is well within the "moderate" class. It will reflect the quality of your printing in a way that will please your customers, as well as yourself.

The great national advertising campaign behind SYSTEMS BOND is a real factor in making sales for those printers who carry this paper. Let us send you samples and tell you how you can link your sales efforts with our national advertising.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 Fifth Avenue, New York

Western Sales Offices: 1223 Conway Building, Chicago



The Thumbprint of Goliath

A THUMBPRINT, whether done with ink against a smooth sheet of glass or outlined in jam upon a baby's bib, contains the simpler elements of catalog printing.

The bigger the thumbprint, the bigger the detail. The smoother the surface against which the thumb is pressed, the clearer the impression becomes.

The relation of surface to clear impressions is the basic reason for the d fference between ordinary printing and Better Printing.

To you, the reader, paper is but the body of a book, magazine, or catalog; but to the printer, paper is a surface, upon which his types and plates must print, or his work is disappointing.

Two sheets of paper may look alike and feel alike, but print differently. Standard zation of printing paper quality is simply the production of a standardized surface upon which a standard zed printing impression may be produced.

The Warren Standard Printing Papers are divided into a dozen grades, each developed for a particular field of book paper printing. Your printer can show printing specimens on the Warren Standard Printing Papers.

Most catalog printers possess books that we have prepared containing much constructive material for users of commercial printing who are serious students of better printing.

S. D. WARREN COMPANY
BOSTON, MASS.

better paper ooooo better printing

Briefly classified, the Warren Standard Printing Papers are

Warren's Cameo
Dull coated for artistic half-tone printing

Warren's Lustro
The highest refinement of surface in glossy coated paper

Warren's Warrentown Coated Book
Glossy surface for fine half-tone and process color work

Warren's Cumberland Coated Book
A recognized standard glossy-coated paper

Warren's Silkote
Semi-dull surface, noted for practical printing qualities

Warren's Printone
Semi-coated. Better than super, cheaper than coated

Warren's Library Text
English finish for medium screen half-tones

Warren's Olde Style
A watermarked antique finish for type and line illustration

Warren's Cumberland Super Book
Super-calendered paper of standard uniform quality

Warren's Cumberland Machine Book
A dependable, hand-sorted, machine finish paper

Warren's Artogravure
Developed especially for offset printing

Warren's India
For thin editions

Warren's
STANDARD
Printing Papers

Pressroom Profits

are derived from the money saved as well as from the money made in the operation of the presses. Whether type presses or offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of work of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

NEW YORK: 1102 Aeolian Bldg., 33 West 42d Street

CHICAGO: 506 Fisher Bldg., 343 S. Dearborn Street
BOSTON: 720 Rice Bldg., 10 High Street
PITTSBURGH: 1337 Oliver Bldg., Smithfield and Oliver Streets
ATLANTA, GA.: Messrs. J. H. Schroeter & Bro., 133 Central Avenue
SAN FRANCISCO, CAL.: Shattuck & Bickford, Inc., 345 Battery Street

CANADA WEST	CANADA EAST	MARITIME PROVINCES
Messrs. Manton Bros.	Geo. M. Stewart, Esq.	Printers' Supplies, Ltd.
105 Elizabeth St., Toronto, Ont.	92 McGill St., Montreal, P. Q.	27 Bedford Row, Halifax, N. S.



The economic position of the paper merchant in the printing industry

Report Number 3 of a series on the present-day relationship between Paper Merchant, Paper Mill, Printer and Buyer

"IN looking back over my experience, I am strongly convinced that the jobber is absolutely the best proposition all around for both the mill and the printer. There are many good reasons for this. If a printer gets paper direct, he has to buy in larger quantities, which ties up both floor space and capital. A live jobber giving real service has a large assortment on his floor and the printer can get when he wants, just what he wants, and this is a decided advantage. . . Yes, the jobber has a logical place and I hope he is with us to stay."—Edgar B. Sherrill, of McGrath-Sherrill Press, Boston, Mass.

The position of the Paper Merchant in the Printing Industry is today being recognized as absolutely sound. His existence benefits the Printer,* the buyer of printing, and the paper manufacturer.

Credits

There is one service performed by the Paper Merchant which is often overlooked. Just as the Paper Merchants of the country really make it possible for the small Printer to do business, so they enable the large Printer to do an even larger volume.



The Watermark of Excellence

"The credit man," says Professor Paul Nystrom, "performs a service in stabilizing business that is highly creditable. His knowledge of his customers extends to matters purely personal, as well as to matters of business. He is able to judge, with great precision, how

AMERICAN WRITING
EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

University Press buys only through Paper Merchant

"We make it a practice to depend entirely upon the paper merchant for all of our paper requirements. We have opportunities to buy direct from the mills, but we make no effort to develop direct buying. The jobber, in our opinion, is a necessity."

The University Press, Cambridge, Mass.

far the retailer may extend his business. If all of the trade with retailers who are classed as tight credit risks by some manufacturers were eliminated, great hardship would ensue in many parts of the country. The line between financial soundness and failure is often finely drawn, but the skillful local credit man stands in a much better position to discern it than the distant manufacturer's credit department."

The expense of carrying small accounts

For twenty different manufacturers to maintain credit relations with one Printer would not be economical or desirable. The Paper Merchant, because of his intimate knowledge of the Printer's business, can lump together small items of credit in a good sized order.

The Paper Merchant is a most important factor in the paper industry. He keeps in touch with the needs of his territory. He is a constant source of education to the Printers who buy through him. He investigates market conditions; he studies the technical characteristics of papers. The character and variety of his stock meet all needs.

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following suggestions:

Work *with* your Paper Merchant.

Select your Paper Merchant on a basis of *service*, and then maintain a permanent business relationship with him.

American Writing Paper Company, Holyoke, Mass.

* Note.—In general where the term "Printer" is used in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, and the engraver.

The Watermark of Excellence

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Selling the Printer's Service

Announcement of a national educational campaign in full page newspaper space beginning May 18th—in the interests of Printers, Lithographers, Paper Merchants and Paper Mills



EVERY Printer and Lithographer realizes the change that has come about in the Printing Industry in the past few years.

But does the *buyer* of printing realize it?

Under the leadership of the United Typothetae of America and the National Lithographers' Association, progressive Printers and Lithographers everywhere have raised their standards of service. They are today giving less thought to landing orders, *more thought to producing tangible results for the customers.*

The 4,500 members of the U. T. A. do the big bulk of the commercial printing of the country. The organization has branches in over 60 cities. Its instruction courses are studied by at least 6,000 students—far more than the combined enrollments of Yale and Princeton Universities.



The Watermark of Excellence

The American Writing Paper Company believes that public recognition of these facts is necessary *for the good of the entire Printing and Paper Industries.* This recognition will create more cordial relations between Printers and Printers' salesmen, and their customers, and thus broaden and stabilize the market for printing and paper.

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

to the Buyer of Printing

This Company has decided, therefore, not only to give the support of its entire organization and its institutional backing to the movement, but also to conduct a nation-wide educational campaign on the subject. This campaign starts May 18th in the biggest newspapers of the country. It will call public attention to the new standards of printing service. It will urge the buyer to adopt a new attitude toward his Printer—to consult the Printer more about the bigger phases of the work —to have greater confidence in the Printer's advice and ideas.



To every buyer of printing our recommendations in this full-page newspaper campaign are these:

Do not get twenty competitive bids from twenty Printers and give the work to the man with the lowest estimate.

Select your Printer on the basis of service rather than price. Employ him on the same basis as you would a doctor or a lawyer. Give him the facts about your business policies and methods. Furnish him with a basis for constructive criticisms and suggestions, and then maintain a permanent business relationship with him.

Let your Printer co-operate and work ***with*** *you rather than merely work* ***for*** *you. Be open-minded to your Printer's advice.*

Your Printer is the one best qualified to select the right paper for the particular job. He is in a position to help you effect real economies—improve quality—bring RESULTS.

All samples sent through Printers and Paper Merchants—that is one of the American Writing Paper Company's announcements in this campaign.

The trade mark of the association of employing printers, one of the greatest organizations of its kind in the world

American Writing Paper Company
Holyoke, Mass.

The Watermark of Excellence

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



Regard for Detail

Such is the fundamental on which Crescent Service is built.

So carefully is it maintained throughout every step and process that the finished Crescent plate is a work of art, full worthy of its original, and worthy of its name.

There is a place for Crescent Service in your business, and you will find it equal to your most exacting requirements.

Our complete Designing, Engraving and Electrotyping plant is at your disposal. Expert and honest counsel on your particular needs in our line is yours for the asking.

CRESCENT ENGRAVING CO.
KALAMAZOO AVE. & CHURCH ST.
KALAMAZOO, MICH.

The "New Era" Multi-Process Press
Fastest Flat Bed and Platen Press on the Market
Can be assembled to print in any number of colors on one or both sides of stock. Uses type or flat plates. Automatic Roll Feed. Great variety of operations. Once through the press completes job. Ask us today for literature and samples.
Built by THE REGINA COMPANY
17 Marbridge Bldg., 47 West 34th Street, New York City

CUTTING STICKS
FOR PAPER CUTTERS
Made from hard wood in our New Wood Type plant at Delevan, N. Y. Any rectangular sizes, any lengths. Prompt shipments.
Delevan, N. Y. EMPIRE TYPE FOUNDRY Buffalo, N. Y.

BOOKBINDING
Edition Binding, Leather, Cloth, also Catalog.
Efficient Workmanship. Prompt Service.
Correspondence Solicited.
MURPHY-PARKER COMPANY
701-709 Arch Street, Philadelphia, Penna.

EMBOSSING IS EASY
If you use STEWART'S EMBOSSING BOARD
Simple, economical, durable
Sheets, 6x9 inches $1.00 a dozen, postpaid
THE INLAND PRINTER COMPANY
632 Sherman Street, CHICAGO

How do you judge the Quality & Character of your Printing Paper?

The article by W. B. Wheelwright in June PRINTING ART tells the best methods.

Also an illustrated series of articles by W. Livingston Larned on changing styles in advertising art begins in that number.

■

THE PRINTING ART
Cambridge, Mass.

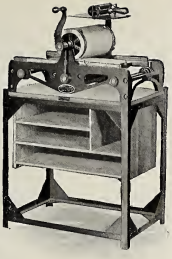
40 Cents a Copy $4.00 a Year

Fredk. Ullmer, Ltd.
Standard Works, Cross Street, Farringdon Road, London, E. C.

One of the oldest established Houses in the trade dealing with machinery and material for printers, bookbinders and stationers, etc., is open to accept American Agencies for the United Kingdom for good things, either machinery or material. Established nearly a century and well known. Own trade circular.

A BARGAIN
One latest improved Brown
No. 702 double 16 and double 32 folding machine
Will fold double 16 and double 32's in any size sheet from 20"x30" to 38"x50".
Will fold single 16 and single 32's in any size sheet from 15"x20" to 25"x38".
Machine is equipped with head perforators, Automatic registering devices, sheet retarders and adjustable packing boxes.
This machine is new, has run only two short jobs. Price and terms upon request.
C 141, In care of The Inland Printer, 632 Sherman Street, Chicago

Poco Proof Presses



are small, inexpensive machines, without registering or automatic inking facilities, but strong of impression and capable of the best one-color proofs. They are so much faster and better than mallet-and-planer, old style galley proof presses, or Washington Hand Presses, that over 2,000 have been sold.

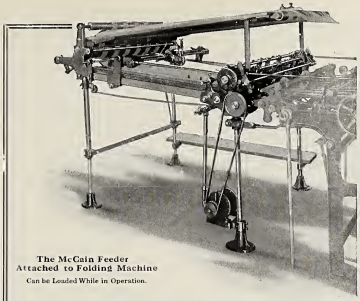
No shop is too small for a Poco Press; it is a demonstrated money-maker; and hundreds of large shops have installed them for plain work.

There are three sizes: No. 0 Poco is 12″ x 18″; No. 1 Poco is 13″ x 25″; No. 2 Poco is 18″ x 25″—a size for every need. No. 0 will take all 12″ x 18″ job galleys; No. 1 will take full length column galleys; No. 2 will take full newspaper page. May be had with or without stand. Stand is not necessary but very desirable as a convenience.

ASK THE MAN WHO OWNS A POCO: HE KNOWS

Made by

Hacker Manufacturing Company
312 North May Street Chicago



The McCain Feeder Attached to Folding Machine
Can be Loaded While in Operation.

Keep Your Folding Machines Busy

Are you getting as much production per day from your folding machines as you should? If you are not satisfied with your present results, it's time to make a change and install

THE McCAIN Automatic Feeder

and watch the production figures swell. Easily attached to the Brown, Anderson, Dexter, Cleveland, and Hall folders. Feeds as fast as the folder folds. Write for literature.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

A Long-Wearing Motor

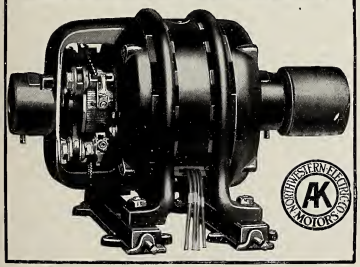
Here is a motor that is not only the acme of perfection when it comes to speed, but is unexcelled for wearing qualities.

PUSH-BUTTON CONTROL MOTORS

are running today after years of service and with a minimum of upkeep. Bear this in mind when considering your motor equipment. We have prepared an illustrated folder, full of useful information, and a copy is yours for the asking.

Northwestern Electric Co.
408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1924 Grand Ave.
PITTSBURGH, PA., 719 Liberty Ave.
SEATTLE, WASH., 524 First Ave., South
MONTREAL, QUE., 401 New Birks Bldg.
MINNEAPOLIS, 8 N. Sixth St.
TORONTO, 368 Tyrell Bldg., 95 King St.

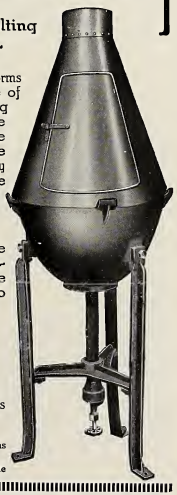


The Reason Why

Perfection Metal-Remelting Furnaces are Superior—

The outer shell conforms exactly to the shape of the inner pot, confining the flame close to the pot containing the metal, distributing the heat evenly, thereby melting the metal in the shortest possible time and with the greatest economy of fuel.

Ask our nearest branch house to send circular showing the full line—there is a size and a style to suit you.



Barnhart Brothers & Spindler

Makers of Superior Specialties for Printers

Chicago Washington, D.C. Dallas
Kansas City Saint Louis
Omaha Saint Paul Seattle

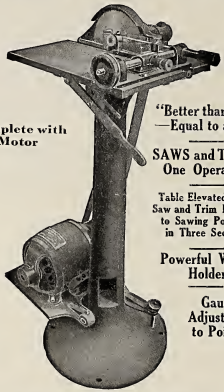


Raven Black

A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.
New York *Chicago*

NEW MODEL COMPOSING ROOM SAW



Complete with Motor

"Better than Many —Equal to any"

SAWS and TRIMS One Operation

Table Elevated from Saw and Trim Position to Sawing Position in Three Seconds

Powerful Work Holder

Gauge Adjustable to Points

LACLEDE MFG. COMPANY
119-121 N. Main St. St. Louis, Mo.

STOCK

Whether news, machine finished, coated, light, medium or heavy—it's hard to get. But we are so accustomed to solving difficult problems, our customers say we usually succeed.

Having trouble getting what you want? Let us help you. Call, write or phone.

C. B. HEWITT & BROS., Inc.
16-24 Ferry St., New York City



ADVANCE WERT

Electric Glue Heaters

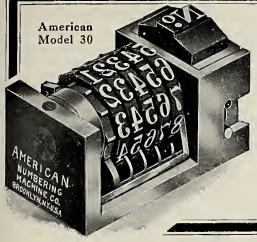


Do you know you can heat your glue with ELECTRICITY cheaper than with gas or steam?

Let us tell you about our complete line which most large binders are using and find a profitable investment.

Complete information on request to

The Advance Machinery Co.
VAN WERT, OHIO



AMERICAN MODELS 30 & 31
WORLD-STANDARD TYPE-HIGH
NUMBERING MACHINES

5 Wheels $16.00 6 Wheels $18.00

In stock and for sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

Brooklyn, N. Y. ..... 224-226 Shepherd Avenue
Chicago, Ill. ..... 123 West Madison Street

Specify AMERICAN when ordering

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 S. Paulina Street, Chicago
New York Office: 220 West 42d Street

DAYTON AND OSWEGO
SEYBOLD
CUTTING MACHINES

MACHINERY FOR PRINTERS, BOOKBINDERS
LITHOGRAPHERS, PAPER MILLS

THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO

BRANCHES: NEW YORK, CHICAGO, ATLANTA, DALLAS
SAN FRANCISCO, LONDON, PARIS, LYONS, STOCKHOLM
HAVANA, BUENOS AIRES, TORONTO, WINNIPEG

BLOMGREN BROS. & CO.

ESTABLISHED 1875

DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD PROCESS

512 SHERMAN ST.
CHICAGO

Boxer Black

the 35 Cent

BOOK INK

16 years R THE SIGN OF QUALITY F. A. RIGLER INK COMPANY service

Made and sold only by

F. A. Rigler Ink Co.

BATTLE CREEK, MICH.

(Magic Quick-Set H. T. Black)

IMPOSITION

A Handbook for Printers

Though this handy volume contains 84 informing and worth-while illustrations, its principal purpose is to present clearly and simply the fundamental principles underlying imposition. The work gets down to the basis of the beginner, and contains thorough explanations of regular forms intended for machine and hand folding. Its comprehensive indexing makes it a model for ready reference. Among the subjects discussed and explained are these:

Forms for Platen Press
Four-page Forms
Eight-page Forms
Folder Forms
Twelve-page Forms
Sixteen page Forms
Eighteen-page Forms
Twenty-page Forms
Twenty-four-page Forms
Thirty-two-page Forms
Thirty-six-page Forms
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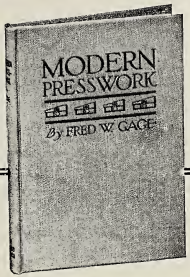
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138 pages. Size, 5½x7½. Cloth. Price, $2. Postage, 10c extra.

A COMPLETE working manual wherein the pressmen will find genuine aid in their efforts toward perfecting themselves in their chosen vocation. New methods are clearly described, particular attention being given to the proper care and use of machinery and apparatus in the pressroom.

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A Real Copy-Fitting System

THE DEINZER SYSTEM
"Makes the space fit the copy and the copy fit the space."

TAKES THE CHANCE OUT OF DETERMINING the space a given amount of copy will fill in any given size or style of type. Saves time wasted in composition by eliminating resetting on Linotype and Monotype or by Hand.

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Send for FREE descriptive folder. It tells you all the many ways in which it can save you time, trouble and money. You can easily save its cost on one small job.

Write today

THE INLAND PRINTER
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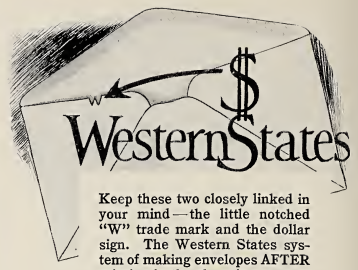
Win his good will

There's no better way to win a customer's good will than to show him that you take an interest in his business.

That's just what you are doing when you recommend checks on National Safety Paper. They protect against fraudulent alteration by exposing any change with acid, eraser or knife.

Send for samples.

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Keep these two closely linked in your mind—the little notched "W" trade mark and the dollar sign. The Western States system of making envelopes AFTER printing in the sheet is a money-making, trade-building PRINCIPLE for the printer who figures his stationery jobs that way. Ten years of pioneering experience have perfected almost incredible economies and short cuts that are at your service for the asking.

W-Notched Under Flap Reg. U.S. Trade Mark

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Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect the Trade



The new home of
"K.B." BLANKS
The blanks that are made like bank notes for bonds stock certificates and all papers of value
KIHN BROTHERS BANK NOTE ENGRAVERS
205-209 WEST NINETEENTH STREET
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Goes Lithographed Blanks
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NOW READY
A NEW LINE OF
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SEND FOR SAMPLES

STOCK CERTIFICATES
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CORPORATION RECORD BOOKS

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GOES LITHOGRAPHING CO. CHICAGO
SAMPLES ON REQUEST



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Made to conform to the high standard of quality of all Nashua products. It is especially adapted to fine stamp and label printing, and excellent color-work may be secured on this stock.

INDIAN BRAND does not twist or curl during manipulation. It sticks instantly and securely when moistened. Shipped in damp-proof packages.

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THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS.
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SUPERIOR MANIFOLD

Basis 17 x 22–8

Made in White, Blue, Canary, Cherry, Tuscan, Pink, Gray, Golden Rod, Fawn and Green.

A good rag paper at a moderate price.

Useful for duplicate and manifold copies of letters, lists, bulletins, records; printed forms on which manifold copies are made; and other business uses.

Sold by leading paper dealers.

Ask Dept. B for samples.

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Rich leather makes the universal appeal of dignity, beauty and luxury. Made to simulate in texture and color the finest Levant Leather, Dexter's Levant Cover Paper conveys the impression of leather to a remarkable degree.

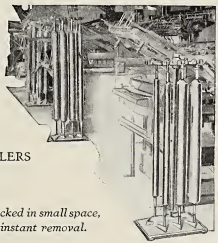
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Send for Levant Sample Book. XTRA, Dexter's unique house-organ, will also be included.

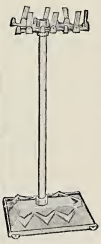
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Windsor Locks, Connecticut

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WILL INCREASE THE LIFE OF YOUR PRINTING ROLLERS 20%



Holds 8 Rollers, locked in small space, but ready for instant removal.



It is of sturdy construction, weighing about 45 lbs. May be readily moved or permanently screwed to the floor. You can't do good printing without good rollers. You can't keep your rollers in the best condition without the Sentinel Rack. Price, $10 each, with reduction in quantities.

Send for illustrated folder.

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INKS
EAGLE PRINTING INK CO.
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Uprightgrain (Self Contained or Sectional)
Printing Base Systems
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The STAR STICK
—Used by experts
Sold everywhere
THE EAGLE ENGINEERING COMPANY
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KEYBOARD PAPER
for the MONOTYPE MACHINE
COLONIAL COMPANY, Mechanic Falls, Me.
Sample Roll sent on request

PLATEN-PRESS MACHINISTS
OUR SPECIALTY—The repairing and rebuilding of Colt's Armory, Laureate and Universal Presses.
Acetylene Welding a specialty.
Telephone Worth 9059 GUS RAMSAIER CO., Inc. 263 William St. New York City


WHILE-U-WAIT
Rubber Stamp Making Outfits
Require only eight minutes to make rubber stamps. Will also make HARD RUBBER STEREOTYPES for printing. A few dollars buys complete outfit. Send for catalogue.
THE BARTON MFG. CO., 89 Duane St., New York City

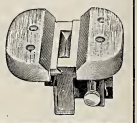
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We have a few bargains in REBUILT PRESSES. Let us know your needs. We specialize in repair parts for Campbell Presses and counters for printing presses. Expert repair men for all makes of presses sent to your plant.
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Let this plant be your bindery. We are equipped to serve you no matter where you are located.
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"This is one of the best books on the subject, and I shall include it in my list of approved books on Advertising. It is well written and artistically gotten up. I congratulate *The Inland Printer* on the work."
Professor Walter Dill Scott.
136 pages, 65 illustrations in two colors. Price $2.10 postpaid.
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632 Sherman Street, Chicago

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will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.
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SAVE
TIME!
TROUBLE!
MONEY!

A SORTS CASTER OPERATED ENTIRELY BY HAND—CASTING TYPE AND CUTS UP TO 6x9 PICAS.
Write us about our free trial offer.
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METALS
Linotype, Monotype, Stereotype Special Mixtures
QUALITY
First, Last and All the Time
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We cater to the Printing Trade in making the most up-to-date line of
Pencil and Pen Carbons
for any *Carbon Copy* work.
Also all Supplies for Printing Form Letters
MITTAG & VOLGER, Inc.
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MANUFACTURERS FOR THE TRADE ONLY

WOODTYPE
THE BEST AND CHEAPEST IN THE MARKET
Write for Sample Sheet.
Expert Makers:
AMERICAN WOOD TYPE CO.
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SKIPPING WHEELS *can be inserted in*

American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON SkipWheels Skipping 2	No. 1 No. 2		JOB 3 ON SkipWheels Skipping 3	No. 1 No. 2 No. 3	
JOB 5 ON SkipWheels Skipping 5	No. 1 No. 2 No. 3 No. 4 No. 5		JOB 4 ON SkipWheels Skipping 4	No. 1 No. 2 No. 3 No. 4	

American Numbering Machine Co.
220-226 Shepherd Ave., Brooklyn, N. Y.

WHY ? **WHY ?**

1
CUTTING STOCK
LOCK UP
MAKE READY
PRESS RUN
INK
WRAPPING
DELIVERING

"7 IN 1" LABOR SCALE FOR PLATEN AND CYLINDER PRESSES

Why Figure each of **THESE SEVEN ITEMS** separately when you can secure a scientifically prepared price list that combines the correct selling price of all of the *seven into one amount?*

"7 in 1" covers all classes of work and from the smallest platen to the largest cylinder press.

To estimate the ordinary job of printing with "7 in 1" requires but three items—

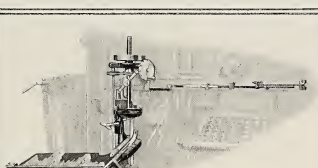
Paper Stock. Composition, "7 in 1."

The first two items you must compute. "7 in 1" instantly gives you the correct selling price of the seven items for any quantity and makes it impossible for you to forget to charge for some of them.

Send for a copy on ten days' approval.

"7 in 1" Labor Scale, Platen Press . . . $2.50
"7 in 1" Labor Scale, Platen and Cylinder, $6.00

M. A. HOWE **Tacoma, Wash.**

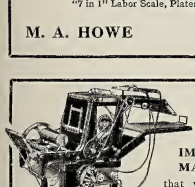


THE MOHR LINO-SAW

cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

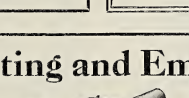
MOHR LINO-SAW CO.
513-515 West Monroe Street, Chicago



The Do-More Automatic Process Embosser

Printing and Embossing

with **IMPROVED MACHINES** that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.

The Typo-Embosser is Our Improved Process Embossing Machine.
With double heater will take any size of stock up to 12 inches wide.
Write for our booklet No. 10 today.



The Automatic Card Printing Machine

TERRITORY NOW OPEN

Automatic Printing Devices Co.
Patentees and Manufacturers
Second and Minna St., San Francisco, Cal.

WRITE FOR EXCLUSIVE AGENCIES

Get Double Work from Your Platen Presses

Many printers do not realize the possibilities of their platen press equipment. There is no need to make two separate operations of a job of perforating, creasing, or punching.

Print and Perforate, Crease, or Punch at One Operation

This is easily accomplished with the Brown Split Gripper, which looks like an ordinary gripper and is attached to the press in the usual way. As the name implies, the gripper is split for the insertion of a perforating blade, creasing blade, or punching die. The perforating blade is not inked, and the result is a clean job. The perforation is made by the furniture in the form coming in contact with the gripper when the impression is taken. The Split Gripper may be used as an ordinary gripper, and is simple in construction and operation. A set will last for years, owing to the sturdy build, but will earn its cost in a few hours' time. Order today, and if after a trial the gripper does not come up to your expectations, or is unsatisfactory in any way, return the set and your money will be gladly refunded.

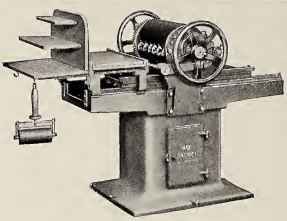
BROWN SPLIT GRIPPERS

(Outfit consists of 1 Split Gripper and bolt for attaching to press, 1 perforating blade, 1 creasing blade, and 2 quarter-inch punch dies. In ordering give size and make of press.)

For 10 x 15 press and under, complete $10.00
Over 10 x 15 press, complete $12.50

Order from your regular supply house or

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Good Proofs Demand A Good Proof Press

You can't expect to get clean, sharp proofs unless your proof press is right. It should be strong enough to give a firm, even impression, and produce proofs so clear that every character is plainly shown, yet light running, so that the operator does not tire easily. The Brower No. 2 Ball-Bearing Proof Press meets these requirements. Why not investigate The Brower when considering the installation of a proof press?

A. T. H. BROWER COMPANY
233 W. Schiller Street, Chicago, Ill.
S. COOKE PROPRIETARY, Ltd'd, Sole Agents for Australia.

The No. 0 Brower Ball-Bearing Proof Press (bed 14" x 20"), is just being put upon the market. It is a splendid little machine. Ask us for particulars. No obligation.

Perfection Saw and Trimmer for Composing Rooms



Model No. 2
$140
Model No. 3
$250

They Saw and Trim—
Linotype Slugs
Electrotypes
Stereotypes
Wood Furniture
Wood Reglet
Leads and Slugs
To Point System Accuracy

Write our nearest branch house for descriptive folder

Barnhart Brothers & Spindler
Makers of Superior Specialties for Printers
Chicago Washington Dallas Saint Louis
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THE MOST PROGRESSIVE HOUSE IN THE CITY

A STERLING PLATE OR SET OF PLATES WHEN HANDLED PROPERLY ON THE PRESS IS GOOD FOR 200,000 RUNS. ON SUCH RUNS, HOWEVER, ELECTROTYPES ARE MADE, NOT TO SAVE THE WEAR OF THE ORIGINAL, BUT TO CUT DOWN THE TIME AND COST OF THE RUN.

IT IS PREREQUISITE IN THE MAKING OF GOOD ELECTROS THAT THE ORIGINAL PLATE BE DEEPLY ETCHED AND PERFECTLY FLAT TOPPED. FLAWLESS IN EVERY RESPECT, STERLING PLATES HAVE THESE PREREQUISITES.

CALL BEEKMAN 2900 FOR THE DOWN-TOWN OFFICE, OR LONG ACRE 8200 FOR THE UP-TOWN OFFICE, WHEN YOUR COPY IS READY.

The STERLING ENGRAVING COMPANY
200 WILLIAM ST. 10TH AV. & 36TH ST.
NEW YORK CITY, N.Y.

THE FUCHS & LANG MFG. CO.

SCIENCE AND SERVICE

Rutherford Halftone Black

A dense black, free flowing, fast drying ink.

75 cents a pound

Miracol—An Ink Reducer

Brings life and lustre to old ink. Retains the color strength. If you have trouble with ink in changing from one quality of paper to another, use Miracol.

75 cents a pint can

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Factories: Rutherford, N. J.

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"INTERNATIONAL" Electric Glue Heaters

Fireless cooker principle conserves and utilizes every bit of heat generated. Holds glue at correct working temperatures without guesswork. Average cost of operation about one cent per day. Keeps glue at correct temperature for greatest tensile strength. Properly glued joints never fail. This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket. Used by prominent concerns everywhere.

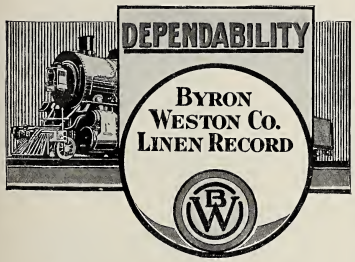
INTERNATIONAL ELECTRIC COMPANY

MANUFACTURERS ELECTRICAL HEATING APPLIANCES

INDIANAPOLIS, U.S.A.

Write for folder, "Efficient Glue Handling"

"International Electric Heaters Are the Best"



Famous Byron Weston Products

- ☐ Byron Weston Record Paper . . . . Highest grade ledger
- ☐ Waverly Ledger Paper . . . . . Popular priced ledger
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- ☐ Typocount Ledger Paper . . . . For machine bookkeeping
- ☐ Defiance Bond Paper High-grade documents and correspondence

Check the items in which you are interested and we will send you sectional sample books.

BYRON WESTON COMPANY

DALTON, MASSACHUSETTS

If You Are Interested

In More and Better Production You Will Buy the

Zent Metal Feeder

The Zent Metal Feeder for Linotypes was designed to obtain the same results as perfect hand feeding of metal to the metal pot, and entirely remove the metal question from the mind of the operator without increasing the machinist cares.

The operator automatically drops another pig in the metal pot, without leaving the operating position, at a signal from the electrically controlled indicator, just the same as he automatically sends through a line for casting when the assembler bell signals a full line.

It is safe to say that the Zent Metal Feeder is the only metal feeder that will unfailingly and continuously supply metal to the metal pot as and when required, with no loss of the operator's or machinist's time—it is a natural way of automatically feeding pigs to the metal pot.

Descriptive Matter and Free Trial Offer sent on request.

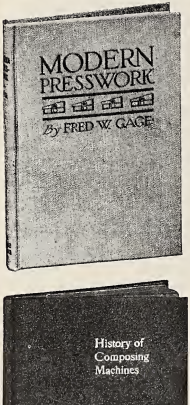
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Books About Printing and the Allied Industries

BOOKS WHICH EVERY PRINTER SHOULD KNOW



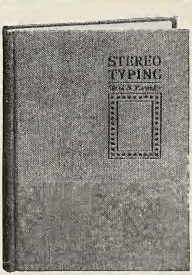
Modern Presswork. By Fred W. Gage. Contents: Introductory; Putting the Press in Condition; Adjusting the Bed Movement; Cylinder Adjustments; Register Rack and Segment; Grippers; Side and End Guides; Setting the Rollers; Putting Form to Press; Making Ready; Underlying; Overlaying; Marking Out; Vignetted Half-Tones; Ready to Run; During the Run; Quick Make-Ready; Composition Rollers; Close Register Work; Colorwork; Papers and Inks; Electricity; Pressroom System; The Pressman; The Feeder; A Few Don'ts. 158 pages, size 5¼ by 7¼, cloth. Price, $2.00; postage, 10 cents extra.

Concise Manual of Platen-Press Work. By F. W. Thomas. A complete treatise on this subject. Pamphlet, 32 pages. Price, 25 cents.

History of Composing Machines. By John S. Thompson. Contents. Introduction; Individual Type Machines; Hand Apparatus; Automatic Justifiers; Type Casters and Setters; Typecasting Machines; Type-Bar Machines; Impression Devices, Slugcasting Machines; Perforated Paper Controllers; Transfer Machines; Other Methods; Patents on Composing-Machines; American Patents; British Patents. Fully illustrated; 200 pages; size, 5½ by 8; flexible leather. Price, $3.00, postage, 10 cents extra.

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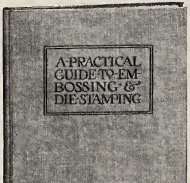
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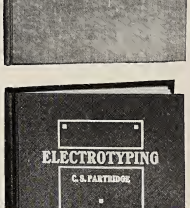


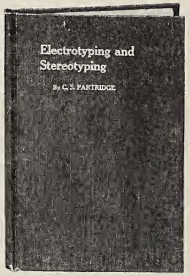
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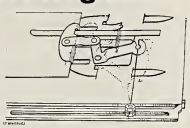
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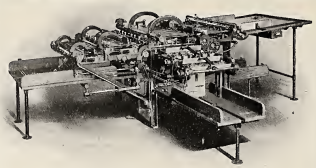
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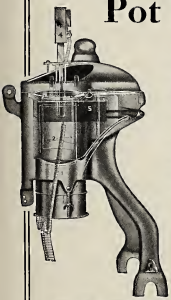
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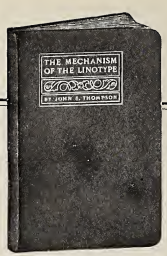
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Zent Products Co.	407

CROMWELL

Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Sample of our Tympan Paper sent on application.

The Cromwell Paper Co.

Department I. P. **Jasper Place** **Chicago, Ill., U.S.A.**

Trade  Mark

TYPOGRAPHY

A System for Correct Composition

Linotype Typography makes one sound system of the much confused accumulation of material that confronts the printer. It eliminates unsparingly that which is incongruous and wrong, but without limiting full variety of choice by the narrow canons of cold art. It simplifies the practice of ambitious composition, and as an actual part and result of that simplification, the Linotype user is provided with material for composition of a richness attainable heretofore only by inordinately costly and laborious hand work. Linotype Typography furnishes equipment that both guides and responds.

MERGENTHALER LINOTYPE CO.

New York, U. S. A.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Limited, Toronto

This Advertisement, Including Border Ornaments, is Composed Entirely of LINOTYPE *Material*

VOLUME 65 JULY, 1920 NUMBER 4

The INLAND PRINTER



Leading Trade Journal of the World
in the Printing & Allied Industries

Forty Cents

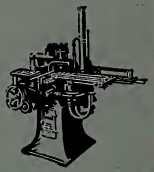
SINGLE TYPE

The best printing has always been done from separate new type set up one at a time—and always will be

The Monotype in the modern composing room multiplies the skill of the workers and makes possible the production of more good printing than can be done in any other way. Guided by the brain and skill of the operator, *it sets new single type one at a time*, retaining all the excellence of the old method with the addition of modern productive efficiency.



Incidentally, it provides display type and all the material required for all the work that must be done by hand, and eliminates the waste of distribution.



LANSTON MONOTYPE MACHINE CO.

PHILADELPHIA

NEW YORK, World Building
CHICAGO, Plymouth Building
BOSTON, Wentworth Building
TORONTO, Lumsden Building
Monotype Company of California, SAN FRANCISCO

294

This Advertisement set in Monotype Series No. 150, Border 24 Point No. 65, and Monotype Rule No. 844



Smithsonian
OCT 29 19
National Muse

POSTING LEDGER

BUTLER·BRANDS PAPER THE BEST

The Modern Paper for the Modernly Equipped Office

THE bookkeeper will tell you that there is nothing more exasperating than to have to work on ledger paper that tears easily, is marred with specks, has poor color or does not take writing or erasure readily. We had his troubles in mind when we planned *Posting Ledger*.

Upon examining a specimen of *Posting Ledger* you will find it strong and durable, of bright, clean color with an even formation and smooth finish for ruling and pen and ink writing. Yet *Posting Ledger* is an economical paper; it is the product of a mill that specializes in the manufacture of ledger and bond papers. The customers of yours who use machine bookkeeping systems will be especially grateful to you for recommending *Posting Ledger*; of course, this paper is also advisable for bank statements and all other forms for which a low-priced good ledger paper is needed.

Posting Ledger is the fifth in the line of Butler Brands of ledger papers—the line embraces the following: *Butler No. 1 Linen Record, Tisrite, Scriptum, Statement, Posting.*

From the standpoint of quality, finish, sizes and weights and quantity of stock on hand, there is practically no ledger paper need that cannot be exactly and promptly fulfilled from this complete assortment.

If you are interested in ledger paper write for samples of *Posting Ledger* and the other lines that make up the complete assortment of Butler Brands.

Distributors of Butler Brands—Standardized Paper

Standard Paper Company . . Milwaukee, Wis.	Endicott Paper Co. . . . . Portland, Oregon
Missouri-Interstate Paper Co. . Kansas City, Mo.	National Paper & Type Co.
Mississippi Valley Paper Co. . . St. Louis, Mo.	(Latin America) . . . . . New York City
Southwestern Paper Co. . . . . Dallas, Texas	National Paper & Type Co. . . Havana, Cuba
Southwestern Paper Co. . . . . Houston, Texas	National Paper & Type Co.
Pacific Coast Paper Co. . . . San Francisco, Cal.	. . . . . Buenos Aires, Argentine Republic
Sierra Paper Co. . . . . Los Angeles, Cal.	National Paper & Type Co. Mexico City, Mex.
Butler Paper Company . . . . Detroit, Mich.	National Paper & Type Co. . Monterey, Mex.
J. W. Butler Paper Company	National Paper & Type Co. Guadalajara, Mex.
(Foreign Trade) . . . . . New York City	National Paper & Type Co. . . Guaymas, Mex.
Central Michigan Paper Co., Grand Rapids, Mich.	National Paper & Type Co. . . Mazatlan, Mex.
Mutual Paper Co. . . . . Seattle, Wash.	National Paper & Type Co. . . . Lima, Peru

ESTABLISHED 1844

J. W. BUTLER PAPER COMPANY

Chicago

LATEST
Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment
(Unexcelled)

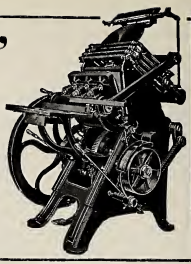
"PROUTY"

Obtainable Through Any Reliable Dealer

Manufactured only by

Boston Printing Press & Machinery Co.

Office and Factory
EAST BRIDGEWATER, MASSACHUSETTS



THE WARNER Friction Drive, Foot Control,
Variable Speed Motors for Job Presses



A 30-day trial will convince you that we have the best motor on the market. No rheostat or resistance coils, you get any desired speed and can start or stop by simply pressing the foot lever.

¼ H. P. $60.00
⅓ H. P. $65.00

These prices are F.O.B. Kalamazoo, Mich.

The above is complete with spring base and foot control, all ready for service. 110-volt, 25 to 60 cycles only. Always state voltage and cycles.

We guarantee satisfaction. Write for our booklet on press motors.

WARNER ELECTRIC CO., Kalamazoo, Michigan

Barrett Paper Fasteners



Superior to the ordinary fastener; polished brass, heads stay on. You can have immediate delivery on any quantity, sizes ¼ in. to 4 in., in either round or flat head style. Packed in bulk boxes of 1000.



Washers, too. Write today for complete descriptive circular and our Current Price List of LOOSE LEAF and STATIONERY SPECIALTIES.



THE BARRETT BINDERY CO.
Stationery and Loose Leaf Mfrs.
729 Federal St. CHICAGO



THE McGRATH ENGRAVING CO.
EXPERT MAKERS OF PRINTING PLATES

501 S. LA SALLE ST
CHICAGO

TELEPHONE
HARRISON 6245

ENGRAVING PROCESS COLOR ELECTROTYPING PLATES

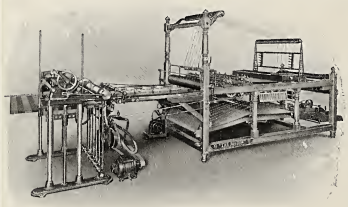
The INLAND PRINTER

Vol. 65, No. 4 HARRY HILLMAN, Editor July, 1920

Published Monthly by
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

TERMS—United States, $4 a year in advance; single copy, 40c. Canada, $4.50; single copy, 45c. Foreign, $5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



The Hickok Automatic Paper Feeder

The Kalamazoo Loose Leaf Binder Company, Kalamazoo, Mich., write us as follows:

"We take pleasure in advising you that the Hickok Automatic Ruling Machine Feeders are very satisfactory. Our production has been increased, and we find that less paper stock is spoiled than with hand feeding. The mechanism of these machines is simple, so that new employees can operate them with very little instruction!"

THE W. O. HICKOK MFG. COMPANY
Established 1844 Harrisburg, Pa., U. S. A.

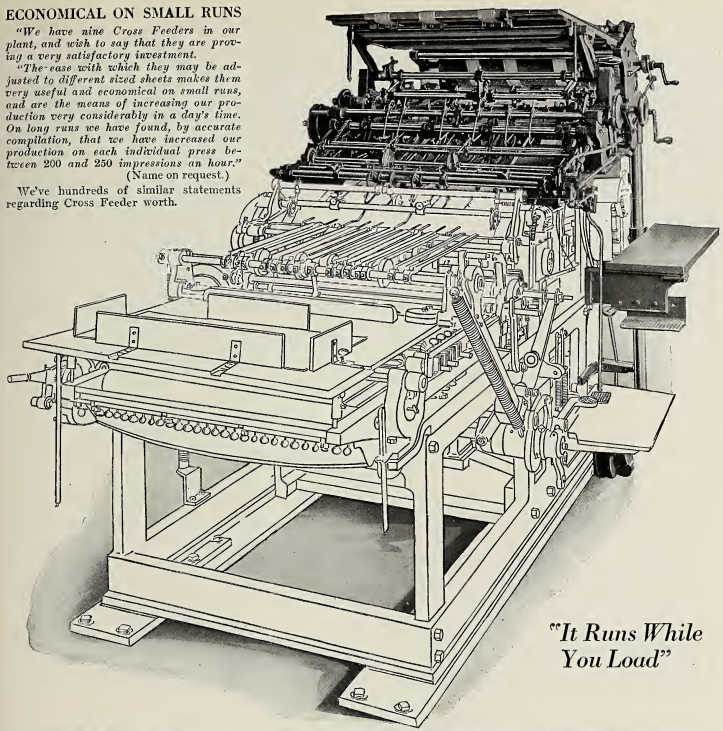
ECONOMICAL ON SMALL RUNS

"We have nine Cross Feeders in our plant, and wish to say that they are proving a very satisfactory investment.

"The ease with which they may be adjusted to different sized sheets makes them very useful and economical on small runs, and are the means of increasing our production very considerably in a day's time. On long runs we have found, by accurate compilation, that we have increased our production on each individual press between 200 and 250 impressions an hour."

(Name on request.)

We've hundreds of similar statements regarding Cross Feeder worth.



"It Runs While You Load"

THE CROSS CONTINUOUS FEEDER

To prove that Cross Continuous Feeders cut costs, increase production and produce better register, let us send you a list of satisfied Cross users in your locality. Visit these plants and question their pressmen regarding every phase of the Cross Continuous Feeder.

Verify the facts regarding the great savings automatic feeders make before deciding on any new investments in equipment.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO

The
LINOGRAPH FACTORY



UP to the present time the LINOGRAPH has been made in crowded quarters, and there have been many inconveniences and difficulties connected with its manufacture. Now we are moving into this magnificent new building, an all-daylight plant of five floors, with every modern convenience for our employees, and every facility for successful manufacture of an efficient slug-casting machine.

We desire to express our appreciation to all who have encouraged us during the past, and hope we may merit further support and encouragement in the future.

This building with all its modern equipment is the best evidence that the LINOGRAPH has made friends wherever it has been introduced. The fact that every LINOGRAPH installed created demand for others is what made possible a new and larger factory.

We invite correspondence, and we are always pleased to send descriptive literature upon request.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

ETABLISSEMENTS PIERRE VERBEKE
General European Agent
Rue des Boiteux 21
Brussels, Belgium

PARSONS & WHITTEMORE, Inc.
Agents for Australasia
30 Market Street
Sydney, Australia, N. S. W.



Keep up quality and still make a good profit. That's where

The Johnson Perfection Burner

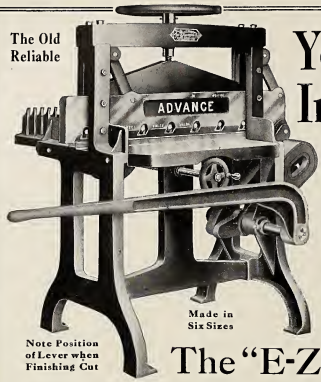
comes in. To eliminate static electricity, offset, slip-sheeting—use the Perfection Burner. Find out why by writing us today.

JOHNSON PERFECTION BURNER CO.
2187 EAST SECOND STREET
CLEVELAND

Johnson Perfection Burner

LESS SPOILAGE AND MORE SPEED

The Old Reliable



Made in Six Sizes

Note Position of Lever when Finishing Cut

You Take No Chance In Buying an Advance

In the lead for over 30 years

Made in Six Sizes, from the 16 and 19 inch Pony, with or without Iron Stand, to the sturdy 23¼, 26¼, 30 and 33 inch sizes as illustrated.

Powerful compound leverage; extra long, quickly adjusted interlocking back gauge; adjustable gibs in side frames; side gauges on both sides, both front and back; half-inch cutting stick with facilities for easy removal, are only a few features of the ADVANCE.

The "E-Z" Cutter

Advance Pony Cutters are thoroughly practical small cutters and do accurate and rapid work. Hundreds of printers use them for their small jobs to release the larger cutter for heavy, large work. They are also used in the supply departments of Railroads, Insurance Companies, Banks, Photo Finishers, Public Service Corporations, etc.



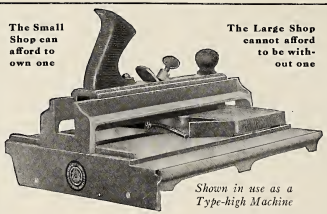
16 and 19 Inch "Pony"

With or without Iron Stand

SOLD AND GUARANTEED BY ALL SUPPLY DEALERS.

The Small Shop can afford to own one

The Large Shop cannot afford to be without one



Shown in use as a Type-high Machine

The Hoerner Combination Shute-Board and Type-High Machine

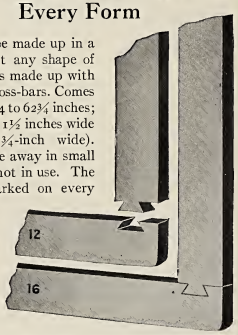
Saves half the time in make-ready on all forms containing wood-mounted plates. Has both a Knife and File Plane. Makes cuts type-high, squares, miters rule, trims slugs, bevels patent block plates, etc.

WRITE FOR FULL INFORMATION.

McGreal Combination Printer's Chases

The Right Size Chase for Every Form

Chases can be made up in a minute to fit any shape of form. Chases made up with or without cross-bars. Comes in lengths of 4 to 62¾ inches; each piece is 1½ inches wide (cross-bars ¾-inch wide). Sections store away in small space when not in use. The length is marked on every section.



Absolutely Rigid

Send for List of All Sizes

THE CHALLENGE MACHINERY CO.

Challenge Creations for Printers

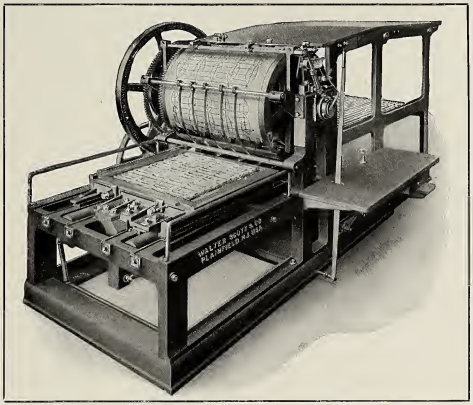
HOME OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
124 S. Wells Street

NEW YORK
71 West 23d Street

THE SCOTT

High Speed Direct Drive Cutting and Creasing Press



The High Cost of Labor
warrants the installing of machinery producing the maximum amount of work in shortest space of time, and this press will do it.

The Bed of This Machine
is driven by our direct drive center bed motion, now used on all modern two-revolution presses.

During Twelve Months
twenty four concerns ordered The Scott fast running direct drive Cutting and Creasing Presses, and every user is delighted with the press. It has reduced the cost of manufacturing considerably and is rapidly replacing the slow running platen presses formerly used for this work.

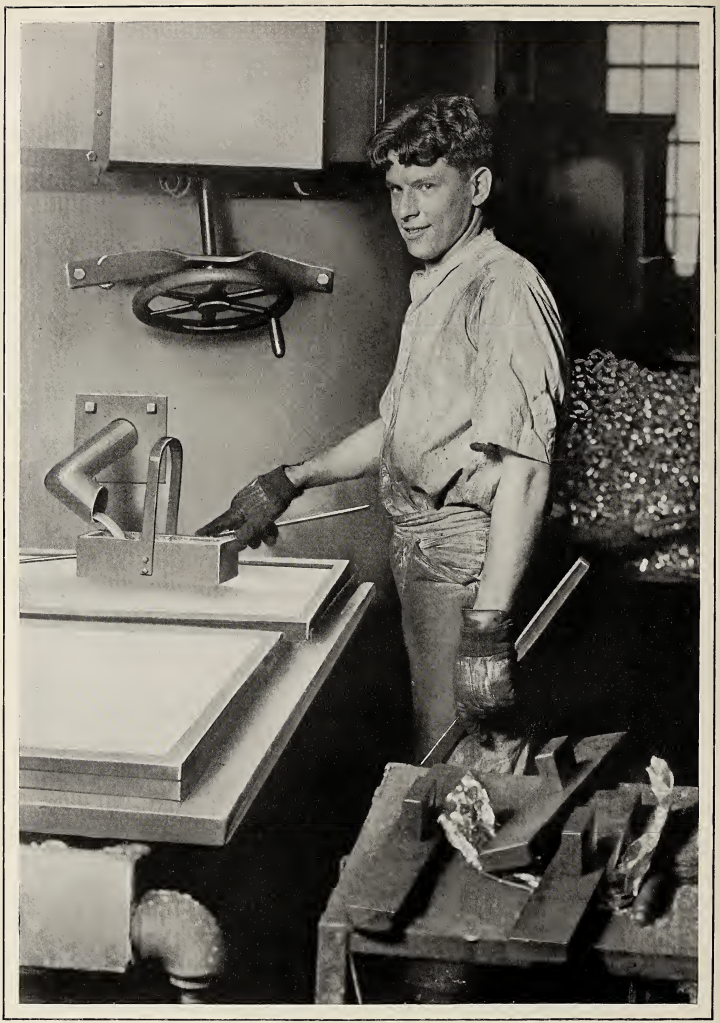
A Number of Concerns
formerly operating large size Cutting and Creasing, are installing them as the press runs faster, is cheaper and quicker to make up and make ready. It takes up less floor space, uses less power and costs less for its upkeep than the large machine.

The Bed of This Press
is thirty four by forty four inches (34 x 44) and takes a maximum sheet thirty one by forty three inches (31 x 43). It has four wide faced steel shod tracks, two air chambers on each end of the machine. If you wish to increase your output BUY THE SCOTT.

WALTER SCOTT & COMPANY

Main Office and Factory:
PLAINFIELD, NEW JERSEY, U.S.A.

NEW YORK OFFICE: Broka Bldg., 1457 Broadway at 42d Street CHICAGO OFFICE: 1441 Monadnock Block
CABLE ADDRESS: Waltscott, New York CODES USED: (5th Edition) and Our Own



EARL HUTZ, of the Royal Electrotype Company
Operator of the Royal Backing-up Machine—a Royal Invention

Interviews with Royal workmen

Mr. Earl Hutz *says:* *"They have treated me Royally"*

Earl is satisfied that he is working in the right place for a young fellow who knows how to "back-up" electrotypes. Having learned his part of the trade and finally located with Royal is a combination which nets him a firm hold on the top round of the electrotyping ladder. In short, he has *arrived.*

It's a man's job he has—this backing-up business, for Earl pours about five and a half tons of metal per day—pours it onto the back of electrotype "shells." And these "shells" come thick and fast in the Royal plant. Earl *likes* his job and is interested in his work, but best of all he *likes* the company for whom he works.

We are featuring him, not because he is "the whole works," but because he represents the type of young American we are glad to recognize as an integral part of our organization. We want our customers to base their confidence in us because our men are *selected* men, who work under conditions which enable them to do their best. When we use the first person plural in our advertisements, that "we" means our *men.* When we urge you to send us electrotyping work which involves skillful painstaking care, like process color plates, for instance, it's because of our confidence in the superiority of our men. Earl is one of them.



Royal Electrotype Company
Philadelphia

Printers:

We are often obliged to junk Type Forms for which no claimant can be found, because the system of marking used by some printers makes identification impossible.

More than 100 type forms were recently dumped into the "Hell Box" by an electrotyper of a large city for no other reason than the fact that the printers of that city could not identify their own forms.

Every electrotyper in every large city throws away an average of two type forms a month because the owner can not be located and because there is nothing in the forms, or on the proofs accompanying the forms, to tell from which printing house they came.

Type forms which can not be identified are a nuisance to the electrotyper. They must be kept for months and every effort made to find the owner.

The electrotyper is responsible for forms if the printer can show loss. In the case of more than 100 lost forms referred to above, the electrotyper at three different times had the forms proved and the proofs sent to every customer.

The moral of this little story is: MARK your forms and save money. The best way to identify a form is with a Linotype slug, Monotype or foundry type carrying the firm's name like this —

SMITH & JONES, Printers

This slug or type should be set in the form close to an ordinary electrotype guard, so that it can be readily seen and so that the electrotyper can easily rout off the name when the guard itself is removed.

Chalk marks, tags and various ways which attach something to or mark the chase are unreliable as the handling and cleaning of the forms often remove and destroy the marks.

Give the foreman of your Composing Room an order today to mark forms for electrotyping with a slug or type showing your firm's name to be locked in the form. It will save you money and bring a sure and prompt return of your type forms.

INTERNATIONAL ASSOCIATION *of* ELECTROTYPERS

This space contributed by EDWIN FLOWER, Inc., New York City



A NEW BASIS *of* ECONOMY

in the production of high grade cylinder presswork is being established in many printing plants throughout the world.

The Universal Equipment OPTIMUS is the foundation upon which the owners of these plants are building for greater profits.

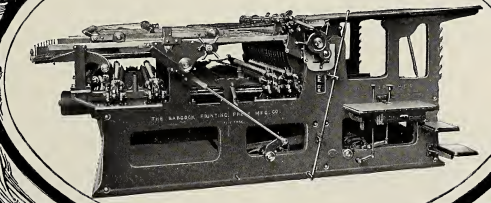
The *important* factor is this: The operating advantages of the OPTIMUS are *visible.*

Our Best Advertisements Are Not Printed—THEY PRINT!

THE BABCOCK PRINTING PRESS MFG. CO.

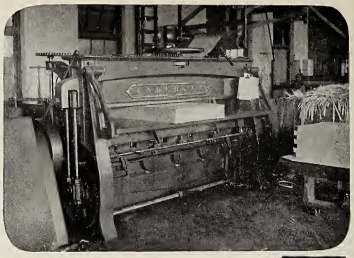
NEW LONDON, CONN. NEW YORK OFFICE, 38 PARK ROW

Barnhart Bros. & Spindler, *General Western Agents,* Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.
Miller & Richard, *General Agents for Canada*—Toronto, Ontario, and Winnipeg, Manitoba.
John Haddon & Company, *Agents,* London, E. C.



BABCOCK

One clean cut with a DOWD



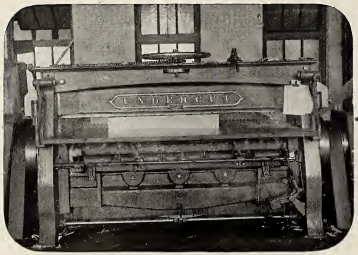
These cutters are equipped with DOWD Knives — big ones too. Order yours by name — DOWD — of Beloit.

No ragged edges on jobs trimmed with DOWD Knives. Every sheet is cut with the same sharp true edge as every other sheet. Your cutting is always uniform.

DOWD Knives will give you the biggest production and best quality production. You should have them on all your paper cutting machines.

DOWD Knives are made in the old fashioned quality way from finest knife blade steel. They have been made that way for more than seventy years. You get real satisfaction from DOWD Knives.

If you have any special knife problem
let DOWD of Beloit solve it for you.



R. J. DOWD · KNIFE · WORKS · EST'D · MACHINE KNIVES · 1847 · BELOIT · WIS.

R.J. Dowd Knife Works

Makers of better cutting knives since 1847

Beloit, Wis.

KIDDER *All-Size Adjustable* ROTARY PRESS

Speed
5000 to 6000 per hour
Perfect Register

1 to 3 colors on one or both sides of web. Practically any length sheet taken from roll and delivered cut and printed. Suitable for printing on wrappings, parchment, grease proof, onion skin, glassine. Also specially adapted for long runs printing such as almanacs, commercial forms, labels or unbound publications.

KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway — TORONTO, CANADA, 445 King Street, West

"Horton" Method of Increasing Profits

WITHOUT RAISING PRICES

INCREASE PRODUCTION

By Installing

"HORTON"

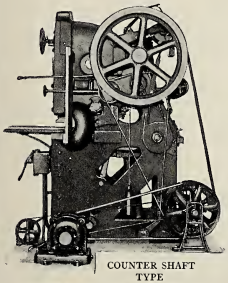
FOUR-IN-ONE DRIVE

VARIABLE SPEED PULLEYS

Drive Shaft Models Used as a

STANDARD EQUIPMENT

BY SEVERAL LARGE PRINTING MACHINERY MANUFACTURERS



COUNTER SHAFT TYPE
Adaptable to a wide variety of machines.

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Cable Address "HORTOKUM"

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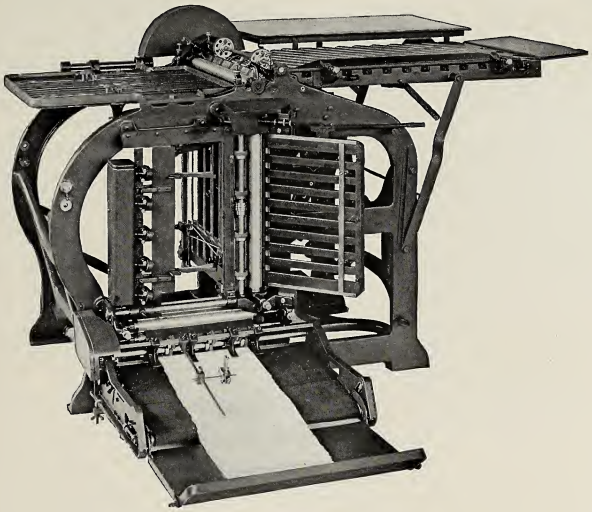
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The "Cleveland"
For Quantity and Quality Production

THERE ARE NO KNIVES, TAPES, CAMS, CHAINS OR SPROCKETS TO SOIL THE SHEETS OR DELAY PRODUCTION

Let us tell you more about it!

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

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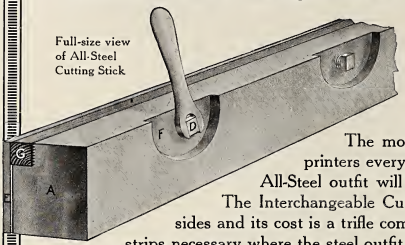
532 South Clark Street, Chicago
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The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.

Hamilton's Improved ALL-STEEL CUTTING STICK

(Patented)

Full-size view of All-Steel Cutting Stick



The modern method; used by progressive printers everywhere. Initial cost is small and the All-Steel outfit will last as long as the machine itself. The Interchangeable Cutting Strip can be used on all four sides and its cost is a trifle compared to that of the old-style wood strips necessary where the steel outfit is not used.

The entire outfit is of steel except the Auxiliary Cutting Strip "G," which is of wood, firmly held in place and clamped by means of the screw-bolts which engage the back edge of the slot in the machine bed. These clamping-bolts, in one operation, secure the Auxiliary Cutting Strip in place and bind the body piece in the machine-bed slot so that it is unnecessary to remove the body piece when renewing the Auxiliary Cutting Strip.

Note that the steel on one side of the Auxiliary Cutting Strip groove is scored, with the result that its surface, in clamping, comes in contact with the Auxiliary Cutting Strip, holding it firmly in place, and there is no slipping of the strip under the shear of the knife.

The lower illustration shows the All-Steel Cutting Stick in the machine-bed slot ready for use. Note how all parts are rigidly secured and the ease with which the Auxiliary Cutting Strip may be changed.

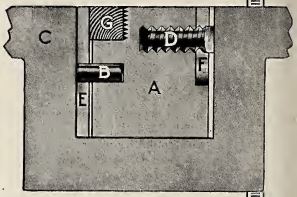
No paper cutter is complete without our device, as with it there is positively no breakage, a full-length cut is always assured, and it is not necessary to remove the body piece from the cutter bed in renewing Auxiliary Cutting Strips.

Hamilton's All-Steel Cutting Sticks are supplied for all paper cutters.

Solid Wood Cutting Sticks (old style)—Made from select rock maple, thoroughly seasoned, are carried in stock, in all standard sizes, lengths and thickness. In ordering, always send sample of stick required.

IN ORDERING

1—Give exact depth, width and length of machine-bed slot.
2—State distance from front edge of stick at which the knife strikes.
4—Name and number of paper cutter.
5—Quantity Auxiliary Cutting Strips desired.



SECTIONAL VIEW DETAILS:

C—Bed of Paper Cutter.
A—Main body of Steel Cutting Stick.
G—Auxiliary Cutting Strip (wood).
E—Clamping Blade which secures (G).
B—Guide Bolts.
D—Clamping Bolts which secure (A) and (G) at one operation.
F—Recess in (A) for operation of wrench.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



THEY SAY

Paragraphed pointers from successful users of the lift-truck system for erection, movement, storage and shipment.

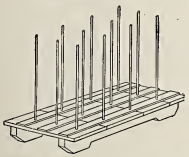
THE Blakely Printing Co. writes, "We have had Transveyors in continuous use in our plant for the last 4 or 5 years, and have continually added to the number in use. We certainly would not be without them in our plant at any expense. If we need any more trucks in the future, rest assured you will hear from us."

THE DUTCH SURRENDER

EVEN Holland has it! A safe maker says that they move 2,800-lb. safes from plant to paint department — 300 feet. It used to take three men two hours. Now one man and a Transveyor make the trip in three minutes. In the tiled-floor painting department a 16-year old boy moves the load.

They declare emphatically that the Cowan Transveyor has great economical advantages — so great that they "hesitate to express in figures" the total saving that they derive from it.

RINGING THE PEGS



WHEN a factory manager says that the Cowan Transveyor System is not adapted to his business, it is usually an indication that he hasn't absorbed the IDEA. At one time small gears, pulleys, rings or phonograph records were not piled high on Transveyor skids because they would not stick on. But now many firms solve the problem by adding upright iron rods to the platforms.

"BACKS UP WORKMEN"

YOU can get the real facts about trucking from the man who furnishes the motive power. An old workman out in Ohio told a Cowan salesman that the Transveyor had saved more kidneys than old Doctor Doan.

EGGS OR PIANOS

THE hydraulic Transveyor release check — without leather packings — lowers a heavy load at a safe and uniform speed — no shock or jar. Window glass, eggs, pianos — all are saved from sudden drop by the hydraulic device.

PEDALING

NOTICE that the Transveyor release pedal is at the side of the head — down out of the way. Pedals projecting in front of frame head are sure to be damaged sooner or later. This is simply one of the many points that goes to make up the carefully designed and perfectly constructed Transveyor. It's the cheapest in the end, because it doesn't end in the repair shop.



FROM start to finish the economical printer uses TRANSVEYOR platforms as a foundation for all operations.

A large number of platforms can be served by one TRANSVEYOR. It is simply backed under the load, the load raised by depressing the handle, and the desired change of position or location easily accomplished.

THE COWAN
TRANSVEYOR
TRADE MARK REG. U. S. PAT. OFFICE

The TRANSVEYOR is the pioneer and premier lift-truck. With its all-steel construction it is practically unbreakable, and a 5-year guarantee makes it a certainty and not an experiment.

Just try the TRANSVEYOR. It is its own best salesman.

COWAN TRUCK COMPANY

517 Water Street, Holyoke, Mass.

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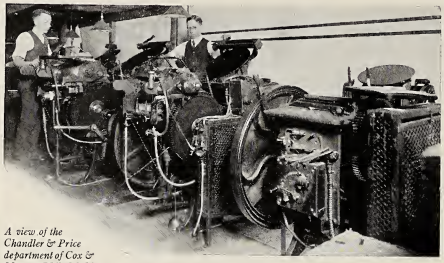


COWAN TRUCK COMPANY
517 Water St., Holyoke, Mass.

I am interested in reducing the cost and increasing the efficiency of hand trucking. Send a copy of "HOW TO APPLY THE TRANSVEYOR TO YOUR BUSINESS."

Name.....

Address.....



A view of the Chandler & Price department of Cox & Mason, Philadelphia.

Cox & Mason

PHILADELPHIA

ABOVE are shown three presses of the busy Cox & Mason Gordon battery.

Note that two out of three are equipped with automatic feeders.

As in numberless other printing concerns, the platen department of Cox & Mason has proved an exceptional profit producer from the first.

Their Chandler & Price Presses turn out high quality, fast work at low operating cost.

Their automatic feeders add to that press efficiency from the standpoint of labor saving and uninterrupted feeding.

Write for booklet "The Profit in Printing"

Chandler & Price Presses

The Chandler & Price Co., Cleveland. Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage

A Serving·Selling·Saving Printing Plant Necessity

REGARDLESS of the fact that your pressman may be 100% efficient and keenly alive to every production essential, it is physically impossible for him, handicapped by the *human element* in hand feeding, to even approach the high production standards established by the tireless energy and mechanical accuracy of the

MILLER *Automatic Feeder*

IT TAKES *two* presses and *two* hand *feeders* to *secure the output of one* Miller Automatic Feeder—a fact that has been satisfactorily demonstrated in more than three thousand representative shops in this country and abroad.

PRODUCTION problems are becoming more and more acute, due to shorter hours and scarcity of labor. A simple solution is the installation of Miller Automatic Feeders thereby eliminating the human element, substituting therefor *mechanical accuracy* and *mechanical constancy.*

MILLER Automatic Feeders are built in three sizes: 8x12, 10x15 and 12x18. Guaranteed to feed all weights of stock, onion skin to and including heavy cardboard, at speeds up to three thousand impressions per hour *with perfect register.*

WRITE today and get the whole story of the importance of the Miller Automatic Feeder to your business.

MILLER SAW-TRIMMER CO.

Pittsburgh, Pennsylvania, U. S. A.

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SUCCESSFUL PRINTING
LARGELY DEPENDS ON THE INKS

OUR SUCCESS
DEPENDS ON SUCCESSFUL PRINTERS

THE SIGN OF BOTH



PROOF OF OUR SUCCESS
IS IN THE INKS



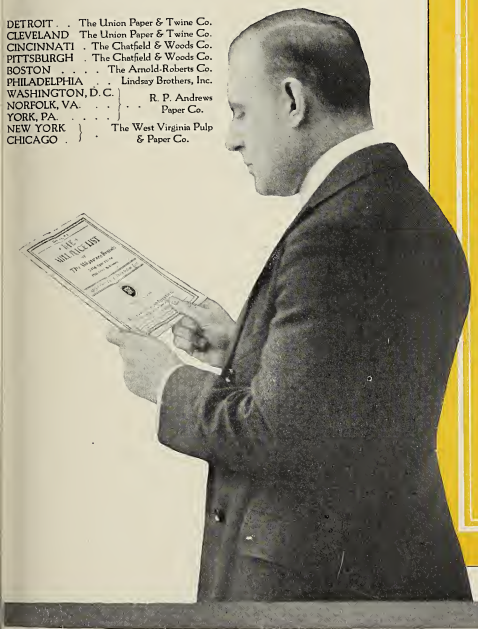
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HIGHEST GRADE PRINTING INKS
NEW YORK CHICAGO

NO other brands of papers are manufactured or distributed under more advantageous conditions than are the Westvaco brands, offered in the Mill Price List.

The West Virginia Pulp & Paper Company's ownership of raw materials, their own pulp and paper mills, their 23 paper machines and their national distribution agencies, are factors unsurpassed in America by any other organization.

Any of the representatives of the distributors listed can explain why our economic advantages make it possible to offer such values in paper.

DETROIT	The Union Paper & Twine Co.
CLEVELAND	The Union Paper & Twine Co.
CINCINNATI	The Chatfield & Woods Co.
PITTSBURGH	The Chatfield & Woods Co.
BOSTON	The Arnold-Roberts Co.
PHILADELPHIA	Lindsey Brothers, Inc.
WASHINGTON, D.C.	R. P. Andrews Paper Co.
NORFOLK, VA.	
YORK, PA.	
NEW YORK	The West Virginia Pulp & Paper Co.
CHICAGO	



The Mill Price List

of

Velvo-Enamel.
Marquette Enamel.
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WEST VIRGINIA QUALITY

THE WEST VIRGINIA PULP & PAPER COMPANY
NEW YORK AND CHICAGO



THE West Virginia Pulp & Paper Company mark protects you on quality and uniformity. Every case is labeled with our guarantee mark. The following distributors are ready to serve you with samples. Be sure your name is on the mailing list of our nearest distributor so that you receive the Mill Price List monthly.

DETROIT	The Union Paper & Twine Company
CLEVELAND	The Union Paper & Twine Company
CINCINNATI	The Chatfield & Woods Company
PITTSBURGH	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Company
NORFOLK, VA.	R. P. Andrews Paper Company
YORK, PA.	R. P. Andrews Paper Company
NEW YORK & CHICAGO	The West Virginia Pulp & Paper Company

This insert is not a sample of any of the papers advertised

SKIPPING WHEELS *can be inserted in*

American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

American Numbering Machine Co.
220-226 Shepherd Ave., Brooklyn, N. Y.

A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON SkipWheels Skipping 2

No. 1
No. 2

JOB 3 ON SkipWheels Skipping 3

No. 1
No. 2
No. 3

JOB 5 ON SkipWheels Skipping 5

No. 1
No. 2
No. 3
No. 4
No. 5

JOB 4 ON SkipWheels Skipping 4

No. 1
No. 2
No. 3
No. 4

Endorsed by Leading Pressmen and Printers
Used on Automatic and Hand Fed Presses

We will send on Ten Days Trial.

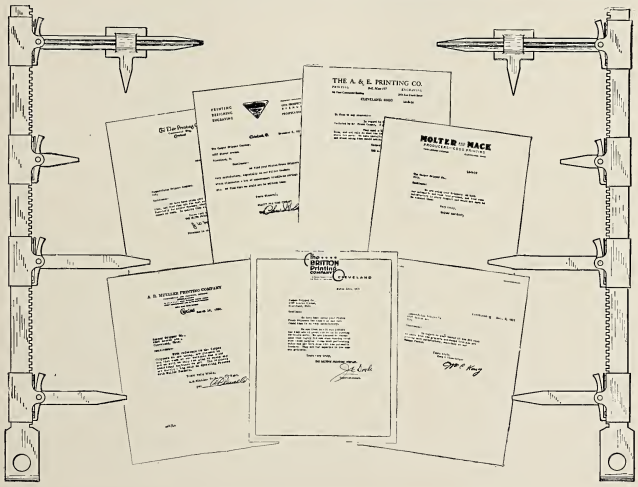
Complete set, 8 x 12, $9; 10 x 15, $10; 12 x 18, $11. 14½ x 22 C. P. and Colts, $13.

When ordering, state Size and Kind of Feeder.

CASPER GRIPPER COMPANY

2403 East Ninth Street, CLEVELAND, OHIO

Pat. Dec. 30, 1919



The Construction is Scientific



Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—



In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

In the construction of the

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper—burning gas, gasoline, coal or wood
Ask us for specifications and price on the one that will be most efficient for your plant

Barnhart Brothers & Spindler

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MONITOR MACHINES are built to endure. Designed right, built from the best material and with the highest grade of workmanship, they can always be depended upon to produce the work most efficiently.

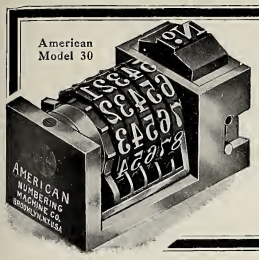
Changing design shows uncertain standards—the change is usually made to bring about a quick, productive selling campaign or to produce something at low manufacturing cost without any regard to durability. When quality is secondary, up-keep is high, efficiency low and resale almost impossible.

MONITOR MACHINERY

Delivers more work; loses less time through breakdowns: costs less to operate and maintain; lasts longer, depreciates less and commands a higher trade and resale value.

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AMERICAN MODELS 30 & 31
WORLD-STANDARD TYPE-HIGH NUMBERING MACHINES

5 Wheels **$16.00** 6 Wheels **$18.00**

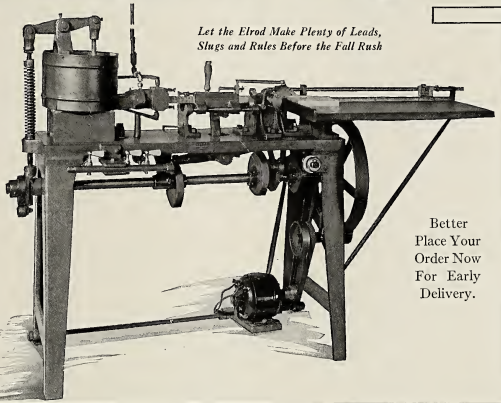
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Specify AMERICAN when ordering

Elrod Lead, Slug and Rule Casting Machine



Let the Elrod Make Plenty of Leads, Slugs and Rules Before the Fall Rush

Better Place Your Order Now For Early Delivery.

Price $1,500 F. O. B. Omaha, on Orders Placed During July and August—Regular Equipment of Motor; Four Molds and Tools—Service of Erector 4 Days to Erect and Instruct in Operation of Machine

Write to nearest agency for catalogue and complete information.

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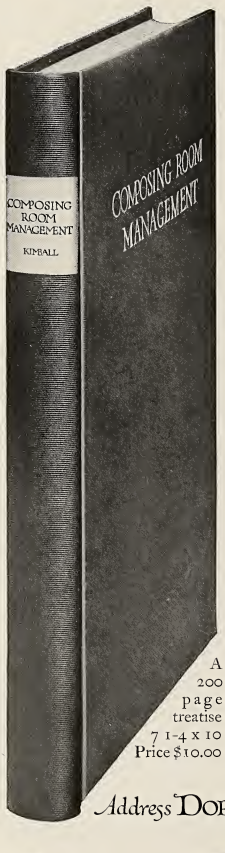
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NEW ENGLAND REPRESENTATIVE, FRANK F. HARTLAGE, 485 Campbell Ave., West Haven, Connecticut.

A BOOK that may help you in solving the problem of efficient composition



A 200 page treatise 7 1-4 x 10 Price $10.00

HERE are the working plans for a $3000 saving in the cost budget of a composing room. Word for word, it is the report of an extended investigation of shop conditions with recommendations for improvement. It's a big book, full of technical data and practical suggestions that you can turn to account. A dozen topics follow:

1 IF you have never checked up your type supply, the chances are you have at least twice as much type as you need. Most composing rooms have a wardrobe made up of all kinds of coats, vests, and pants, but can't clothe a job in a decent suit of approved pattern. The trouble is too much ill chosen type. The remedy is less type but scientifically selected, as pointed out here.

2 CUTS, now-a-days, are as much a part of every job as type. Why then should not there be a standard routine of handling cuts in the composing room? The investigation into what happened to cuts in progress shows plenty of lost time that can be saved.

3 MACHINE composition is a subject that you hear most about from the makers of rival machines. You will find the discussion of this subject in this book unbiased because the purpose is not to sell you anything but to find what plan is best for a given shop.

4 YOU will never realize what great progress has recently been made in the art of composition until you have seen the unit galley system in actual practice. Handling everything from one operation to another in this way does more than any other single suggestion to make for orderly production.

5 THIS book sets forth a cost system based on measurable units and not productive hours. If you are interested in scientific cost finding and want a practical system carefully worked out, you will find such a one here.

6 A PRACTICAL suggestion for a price list of composition is given, which, if followed will simplify the work in making estimates.

7 IF you have a "distribution" column on your time tickets, and take the trouble to compare the total hours with the number of thousand ems of type distributed, you will probably get an awful shock. "Distribution," you will find, is a handy camouflage for time you have bought but not utilized. It is the price you are paying for not programming the work. The book will tell you how to stop a leak which is mighty serious.

8 YOU will agree that there must be one best way for your floor plan to be arranged, but do you know how to construct such a floor plan? You will find the answer here.

9 DECIDING beforehand how a job is to be set is proving the most successful way to cut out the expensive practice of resetting jobs. This means a lay-out system, which is here discussed and illustrated in detail.

10 THE technique of setting type has not changed much since Caxton's day. There are some interesting suggestions in the book about improvements in this line.

11 IF you have ever had a job refused because of an error overlooked in proof-reading, you will be interested in a plan that makes proof-reading very nearly fool proof.

12 WE none of us like the "rush" job and it is time someone figured out a practical way of preventing it. The plan given in this book will do the business effectively.

ORDER your copy now (if you have not already done so) and the book will go forward to you by post, shipping charges prepaid. As to terms, you can send your check with the order if you wish, or we shall be glad to send the book and charge to your account, sending a bill for payment with your other current bills on the tenth of the following month. Attach the coupon to your letterhead or your regular order form and mail today.

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Address .....

☐ Check for $9.80 enclosed (2 per cent cash discount).

☐ Mail bill for $10.00 payable within 30 days.

Ordered by.....

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The best buy today on the market for Direct Advertising.

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in stock, ready for immediate delivery. Printed in colors, die-cut-out and scored, shipped flat, ready to carry your customer's story which requires of you but one impression on a platen press.

Created to help you, Mr. Printer, to solve the paper shortage, difficulties of plate making, etc.

The paper stock for these "Snappy Stuff" Folders was purchased before the present shortage developed, and as the colors are printed when you receive them, this relieves you of the present day difficulties of plate making.

Write for Sample Book.

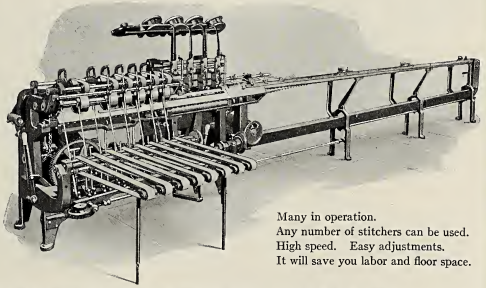
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Acknowledged Leaders in Steel Rule Die Cutting

CHRISTENSEN'S *Latest Type* Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

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The Fabrikoid Process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen—all pliable, scuff-proof, stain-proof and water-proof

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—for bindings which bespeak artistry or for work-a-day volumes.

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Fabrikoid is easy to work. It folds and pastes readily, it cuts in large multiples with practically no waste, it prints and stamps all standard inks and metals. There is hardly an effect known to the craft that cannot be secured with Fabrikoid—and yet it is far from expensive.

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Plant: Newburgh, N. Y.

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United Printing Machinery Company

Judged by its effect upon production and quality in printing pressrooms,

is it an exaggeration

to say that the

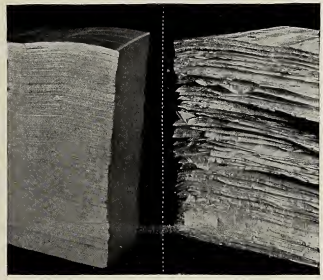
Chapman Electric Neutralizer

has a bigger record of achievement than all the improvements that have been made in printing machinery during the last ten years?

We'll put a big value on every answer to this question.

It Makes Presses Deliver Light Paper

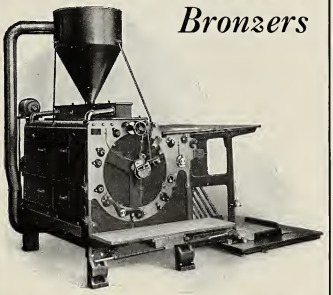
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Recent Sales

of **U. P. M.** *Vacuum Bronzers*



They show a representative list of old and new users.	Recent Sales.	Bronzers now used by these houses.
U. S. PRINTING & LITHOGRAPHING CO. Baltimore, Brooklyn, Cincinnati	1	25
GASTON, WILLIAMS & WIGMORE New York City	1	5
T. M. ROYAL & CO. Bryn Mawr, Pa.	1	1
DETROIT LITHOGRAPH CO. Detroit, Mich.	1	1
PIEDMONT LABEL CO. Bedford, Va.	1	1
RODE & BRAND New York City	1	1
LAWSON & JONES, Ltd. London, Ontario	1	1
OAKVILLE CO. Oakville, Conn.	1	1
BRANDON PRINTING CO. Nashville, Tenn.	1	2
GRINNELL LITHOGRAPH CO. New York City	1	1
SIMPLEX LITHOGRAPH CO. New York City	1	2
STANDARD LITHOGRAPH CO. OF CANADA, Ltd. Toronto, Canada	1	1
LAKESIDE PRINTING CO. Portland, Maine	1	1
KIRBY-COGESHALL CO. Milwaukee, Wis.	1	2
ACKERMAN-QUIGLEY LITHOGRAPH CO. Kansas City, Mo.	1	1
PASBACH-VOICE LITHOGRAPH CO. New York City	2	4
WM. STEINER & SONS New York City	1	6
FORBES LITHOGRAPH CO. Chelsea, Mass.	1	7

NINE of THESE RECENT SALES WERE REPEAT ORDERS

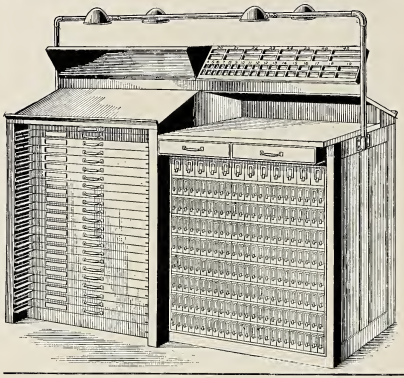
United Printing Machinery Company

83 BROAD STREET, BOSTON **38 PARK ROW, NEW YORK CITY** **FISHER BUILDING, CHICAGO**

Working Cabinets *with* Machine Type Storage

Master Designs—Features Contained in no other Type Cabinet

This Cabinet for Newspapers and Magazine Work



S-4001 Steel

K-237 Wood

A cabinet with great capacity. Especially arranged for book, magazine and newspaper work. The working top is flat, 36 inches wide, 24 inches deep. Double depth lead and slug case directly above to hold lengths 4 to 28 ems. There are two sloping working banks, 36 inches long, four blank drawers, 44 full size extra depth California Job cases with routed label holders and pulls. 396 style "A" steel sort boxes, capacity of each box 3 lbs. 4 ozs. or six complete fonts. If desired the double size sort box, style "B," can be substituted, capacity 6 lbs. 10 ozs. Wired for electricity, including six sets of fixtures, four over top and one over each tier of cases. Finished in olive green enamel. Floor space 34¾ x 72 inches.

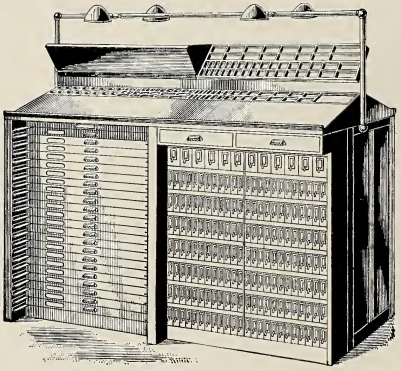
This Cabinet for Job and Ad Composition

The Design is 100% Efficient

Steel S-4015 ***Wood K-300***

For the job room. Contains two working banks, two double depth lead and slug cases holding lengths 4 to 28 ems, with metal number plates, two sets of auxiliary boxes, four copy drawers, 44 full size extra depth California Job cases with routed label holders and pulls, both sides alike. 396 style "A" steel sort boxes, capacity each box 3 lbs. 4 ozs. or six complete fonts. If desired the double size sort box, style "B," can be substituted, capacity 6 lbs. 10 ozs. Wired for electricity, including six sets of fixtures, four over top and one over each tier of cases. Finished in olive green enamel. Floor space 34¾ x 72 inches.

If steel sort boxes are not required, we can supply stock units to hold steel galleys 8¾ x 13 or full length galleys. Also bins for spaces and quads, cut cases, etc.



KRAMER WOODWORKING CO.

FOURTH AND LEHIGH AVENUE CONTINUOUSLY SINCE 1797 **PHILADELPHIA, PENNSYLVANIA**

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen —and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

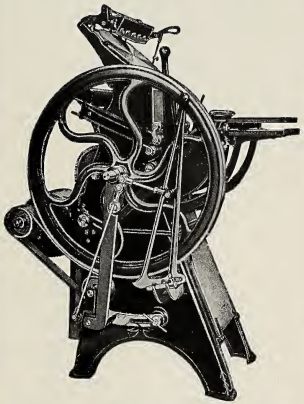
Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.
ATLANTA, GEORGIA
Branch Sales Office, 771 Mills Bldg., San Francisco

For the Small Work
Economically and Quickly Done—
THE PEARL PRESS



Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation.—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability.—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

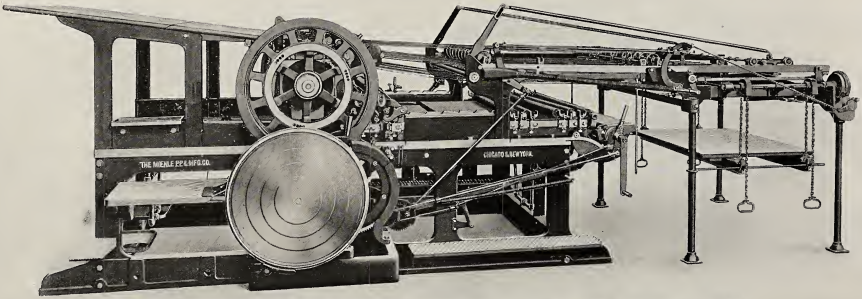
4. Strength.—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless.—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost.—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.
Franklin, Massachusetts
Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE
AMERICAN TYPE FOUNDERS CO.
Also Type Foundries and Dealers Generally



MIEHLE PRESS WITH COMBINATION EXTENSION DELIVERY AND LOWERING TABLE

MORE EFFICIENCY

WHEN the Miehle Extension Delivery and Lowering Table was first introduced, printers everywhere recognized that a valuable addition to their Miehle presses was at their command. It permits practically continuous running of the press. The product is greater through saving of time for stops. It reduces the necessity for slip-sheeting. Waste is minimized and, in many cases, owing to the accurate piling, subsequent straightening of the sheets is not required. It can be applied to old as well as new Miehles.

MIEHLE PRINTING PRESS & MFG. CO., Fourteenth and Robey Streets, Chicago

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NEW YORK, N. Y. - 2840 Woolworth Bldg.
ATLANTA, GA. - Dodson Printers Supply Co.
PHILADELPHIA, PA., Commonwealth Trust Bldg.
DALLAS, TEX. - - - 611 Deere Bldg.
BOSTON, MASS. - - 176 Federal Street
SAN FRANCISCO, CAL. - 693 Mission Street

DISTRIBUTERS for CANADA; Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

Increase Your Profits



by cutting the cost of production in your press room. That is one of the best ways of meeting current conditions—the way they are being successfully met by hundreds of other printers and lithographers.

If you are interested in cutting costs in your press room, you will want a copy of this booklet, which describes some of the methods used by such well-known houses as Charles Scribner Press, New York; Plimpton Press, Norwood, Mass.; The Ketterlinus Litho. Mfg. Co., Philadelphia; Gies & Co., Buffalo; Blosser-Williams, Atlanta; Corday & Gross, Cleveland; The Cargill Co., Grand Rapids, Mich.; Strobridge & Co., Cincinnati; Rogers & Co., Chicago; Buxton & Skinner, St. Louis; Brown & Bigelow, St. Paul; Smith-Brooks Printing Co., Denver.

This booklet will be sent on request to anyone connected with the printing and lithographing trades. You will find so much of value in it that you will want to have it near you for constant reference. Incidentally, you will appreciate it as a specimen of good printing. Send for it today.

Helps to Bigger, Better Production

Reducol

Reducol Compound adjusts inks to daily changes of atmospheric conditions and the varied grades of paper. It softens the ink, instead of thinning it. Eliminates picking and mottling. Does not affect colors. Neither a dryer nor a non-dryer.

Blue-Black Reducol

For use with blue or black inks when a toner is desired.

Paste Dryer

Dries from the paper *out*. Permits perfect overlapping. Positively will not crystallize the ink, and dries on highly coated stock without chalking. Especially desirable for color work of all kinds.

Liquid Air Dryer

Transparent, and does not affect the color. Gives quick and satisfactory results.

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Marvelously effective and speedy. 1000% better than gasoline. Guaranteed not to stick type together, injure the hands, or damage engravings, type or rollers.

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Makes any kind of printing or litho ink print extremely glossy on any kind of paper. Used as an after-impression, it makes labels and wrappers dust- and moisture-proof.

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Saves all valuable components of metal, restoring it to original condition, and greatly prolonging its life.

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Pressroom Profits

are derived from the money saved as well as from the money made in the operation of the presses. Whether type presses or offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of work of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them

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ATLANTA, GA.: Messrs. J. H. Schroeter & Bro., 133 Central Avenue
SAN FRANCISCO, CAL.: Shattuck & Bickford, Inc., 345 Battery Street

CANADA WEST	CANADA EAST	MARITIME PROVINCES
Messrs. Manton Bros.	Geo. M. Stewart, Esq.	Printers' Supplies, Ltd.
105 Elizabeth St., Toronto, Ont.	92 McGill St., Montreal, P. Q.	27 Bedford Row, Halifax, N. S.

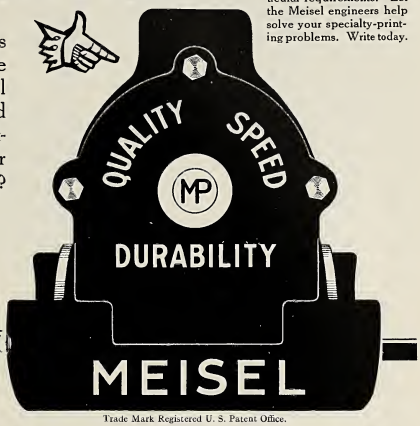
The Mark of a Good Press

THIS trade mark on a press means that the machine is the best that can be built. Meisel Presses deliver the goods, and are the most economical, profitable and durable the printer can buy. Why not investigate? No obligation.

MEISEL PRESS MFG. COMPANY

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BOSTON, MASS.

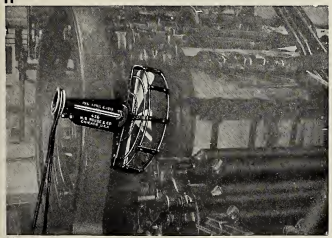
MEISEL PRESSES are made in a variety of models to meet your particular requirements. Let the Meisel engineers help solve your specialty-printing problems. Write today.



Trade Mark Registered U. S. Patent Office.

90° in the Shade and Running Day and Night

Rouse Roller Fans attached to your Miehle presses enable you to operate overtime without shutdowns, and keep your pressroom production where it will show a profit.



No. 1, for No. 4 to No. 1 Miehle Presses.	$25.00
No. 2, for No. 00 to No. 00000 Miehle Presses	25.00
No. 3, for No. 00 to No. 7-0 Miehle Presses, with automatic feed	32.00
No. 4, for Miehle Two-Color Presses, with or without automatic feed, *2 fans*	60.00

JULY is one of the hottest months of the year. Shutdowns, due to soft, mushy rollers are a common occurrence; presses are usually slowed down; and poor presswork is the inevitable result of such a condition. End your troubles by installing Rouse Roller Fans. They represent the best solution of hot-weather troubles in the pressroom, and they are a slight expense when you consider the protection to your rollers.

No Electrical Connections Necessary

The fan is clamped to the main gear guard of a Miehle press and the press supplies the power. No expense for upkeep and requires no additional power for operation. Your pressfeeder can make the attachment in fifteen minutes.

Order today. Your money back if you are not satisfied.

H. B. Rouse & Company

2214 Ward Street, Chicago



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NOW UNDER THE BANNER OF THE

FRANKLIN PRINTING PRICE LIST

THIS is the greatest number of printers in the history of the printing business who have enrolled themselves in a forward movement. And the number is increasing at the rate of 500 a month.

Printers in the smallest country towns, printers in the largest cities—the one-man print shop, and shops employing 300 workmen—are all enthusiastic boosters for the Franklin Printing Price List and the wonderful *service* that goes with it.

Here are three letters typical of thousands we are constantly receiving:

News, Akron, Ind.

I can truthfully state that the Price List made me more than $500 within the last year.

Cary Printing Co., Columbia, S. C.

Have had less trouble the past two months we have used the Price List than any time since we opened for business. Customers like "buying from the book."

Towne & Robie, Franklin, N. H.

The Franklin Printing Price List is all right. All I wish is that some enterprising man had started such a Price List thirty years ago.

The printer with the Franklin Printing Price List has a big advantage over the printer without one. No other Price List or list of prices on printing is like it, nor can compare as to results in assisting in actually selling printing.

See our advertisement in System for July.

We will be glad to send you more information, if you will write us.

Porte Publishing Company

221 ATLAS BLOCK SALT LAKE CITY, UTAH

R. T. PORTE, *President.*



"Here's a Great Idea—this Display Letter"

"This letter *makes* you appreciate the features of the product it explains. Everything pictured—and no chance of the illustrations losing themselves, or coming late under separate cover."

FOR remarkable results in "follow up" print your letterhead on a four-page display letter. The first page for your specific, typewritten message; the other three pages for printed matter and illustrations. Visualize!

Let us send you a portfolio of display letter suggestions. You'll find some valuable, proven sales helps among them.

Foldwell's specially prepared surface makes it an excellent paper for this purpose. And its unmatched strength preserves the freshness of such letters even under severe handling. Foldwell Coated Papers are made in Book, Cover and Writing.

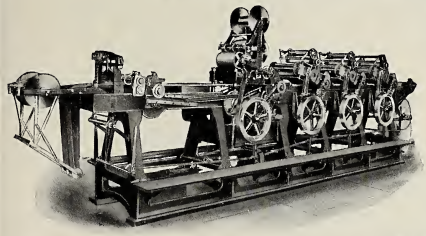
CHICAGO PAPER CO.
Manufacturers
915 S. WELLS ST. CHICAGO, ILL.

Nationally Distributed

FOLDWELL

New Era Multi-Process Press

This is the Era of Specialists
This is the Press for Specialties



This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

5,000—8,000 IMPRESSIONS PER HOUR

Can Be Assembled to Print in ANY NUMBER of COLORS on ONE or BOTH SIDES of stock

Uses Flat Plates or Type

Automatic Roll Feed

Rigid Impression Easy Make-Ready

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Attachments to Punch, Perforate, Cut to Size and a Great Variety of Other Operations

ONCE THROUGH THE PRESS COMPLETES JOB

Prompt Deliveries of Work Mean Pleased Customers

Ask us what we can do for you along the line that you are considering specializing in, sending samples to show the operations so that we can quote you on a suitable Multi-Operation Press for your work.

Built by **The Regina Company** *Manufacturers of High-Grade Specialties*

217 Marbridge Building, 47 West Thirty-Fourth Street, New York City

NATIONAL



SPECIAL PURPOSE RECORDS

EACH National Special Purpose Record fills a specific need in its own line. These records are fully ruled and have complete headings for every possible entry bearing on the subject for which they are intended.

NATIONAL Special Purpose Records are substantially bound and contain high grade paper. They help to simplify accounting. Order National Special Purpose Records from dealers who sell National Bound and Loose Leaf Devices.

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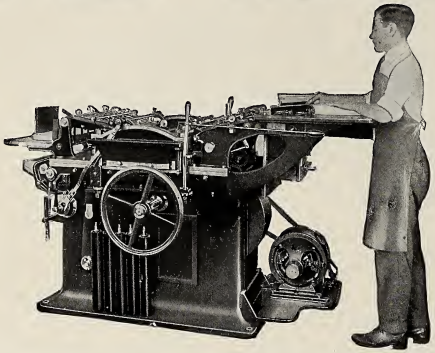
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SILENT SPEED

For SHORT Runs—For LONG Runs

At a Profit

"THE BABY" CYLINDER



"THE BABY" CYLINDER—called by its users the little BIG Money-Maker—may really be termed the universal jobber.

On a quality-of-output basis—including fine halftone and process color work—"THE BABY" CYLINDER stands side by side with the large costly cylinders.

"BABY" CYLINDER speed ranges from 3,500 to 4,800 impressions an hour—its make-ready is quick, its register accurate. The simple and rapid feeding feature of "THE BABY" CYLINDER enables even a boy or girl to secure great output in operation.

In use in hundreds of printing plants all over the world, "THE BABY" CYLINDER is proving a most effective means of reducing LABOR and OVERHEAD COSTS.

WHAT USERS SAY

"THE BABY" CYLINDER is rapid and easy to operate.
THE HOLLING PRESS,
Buffalo, N. Y.

Is the fastest press on plain or register work.
TRINITE PRINTING CO.,
Baltimore, Md.

Handles runs of 50,000 impressions.
STANDARD PRINTING CO.,
Providence, R. I.

The PRINTERS' SUCCESS SERIES

Is now ready for distribution to the printing trade.

It tells the complete "BABY" CYLINDER story.

Send for the SERIES.

WHAT USERS SAY

Is the best press we ever had.
COMMERCIAL ART PRESS,
Monmouth, Ill.

Is giving us excellent satisfaction.
CHICAGO ADDRESSING CO.,
Chicago, Ill.

Are more than pleased with the "THE BABY" CYLINDER.
WADSWORTH-HOWLAND CO.,
Chicago, Ill.

The Master Machines Corporation

110-112 West 40th Street, New York City

Cable Address: AUTOPRESS

Why Buy Type

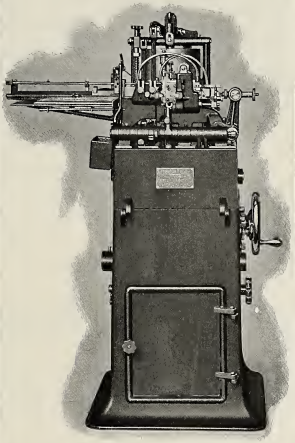
Leads and Rule

When they can be made with the

THOMPSON TYPE, LEAD and RULE CASTER

600 Ft.
2-point Leads or Rules
Per Hour

150 Lbs. Type
Per Day



GET OUR NEW CATALOGUE

THOMPSON TYPE MACHINE COMPANY

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WOOLWORTH BUILDING

Not Every Old Thing

can be remade and brought right up to date. It can be done with the Wesel Old Style Grooved Blocks of long ago. They can be made over into present day "FINALS" and have all the features that make the WESEL FINAL BASES AND HOOKS the best all-around method for holding printing plates on printing presses. Having made Final Bases for many years, we and printers who use them—and they are a host—know their merits. Let us tell you about them, send for the descriptive booklet.

Photo-Engravers, Electrotypers and Stereotypers also are served with Machinery, Equipment and Supplies for the production of the best of plates. Printers find here other things they need as well as FINAL BASES AND HOOKS.

We are always glad to see or hear from you, write or call.
Our Western Representatives are advised from the Home Office.

F. WESEL MANUFACTURING COMPANY

Home Office, 72-80 Cranberry Street, Brooklyn, New York.

Machinery and Supplies for Photo-Engravers, Electrotypers, Stereotypers and Printers.
Special Machinery built to plans and specifications.

Say you saw this in The Inland Printer

Better Catalogues at Less Cost

Your hand-covered, side-stitched, paper-bound books are too costly because hand covering, when compared with machine work, is slow and expensive.

A Better Way

to bind these books is to gather the paper covers with the sections, stitch and strip the back with a harmonious color of paper or cloth on the Brackett Stripping Machine.

Why not write or send in samples of your complicated stripping? We will show you how to make a tremendous saving.



WHY NOT BUY an inexpensive machine that will produce ten to twenty times as much in an hour?

RESULTS in a better bound book with stitches and the back covered tightly.

MONEY SAVED in labor and rent will more than recompense you within a short time for the investment.

It is an all-purpose machine which will strip end sheets, reinforce outer sections, make hinged covers, hinge maps, cover the backs of books ¾″ to 1″ thick and strip index sheets or any other stripping which is done by hand.

BRACKETT STRIPPING MACHINE CO.
TOPEKA, KAN.

BOSTON Box Stitcher No. 15

FOR FOLDING PAPER BOXES, CARTONS AND FIBRE SHIPPING CONTAINERS

¶ Capacity, one-half inch; table measures 30x32 inches; ribbon wire up to No. 23; arm twenty-four inches long; right angle and parallel stitch; continuous feed device for cartons and containers. ¶ The Boston Box Stitcher No. 15 is a heavy, powerful machine, splendidly built and guaranteed by the manufacturer.

Speed 200 Stitches per minute



Boston Box Stitcher No. 15
Showing Flat Table and Gauges, Open Head Device, Removable Head and Electric Equipment

FOR SALE AT ALL SELLING HOUSES OF THE

AMERICAN TYPE FOUNDERS CO.

GENERAL SELLING AGENT FOR BOSTON WIRE STITCHING MACHINES



"Keep this, Joe. It has the whole cyclopedia of envelope dope boiled down to two pages."

(Referring to our New List No. 10 sent free to Printers on request.)

W-Notched Under Flap Reg. U. S. Trade Mark

Western States Envelope Co. Dept. N Milwaukee

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect the Trade

N-O-S COMPOUND does away with the necessity of slip-sheeting. Why not try it?

JAENECKE-AULT COMPANY

CHAS. H. AULT, PRESIDENT & TREASURER

CONSTANTLY SEEKING ONLY THE BEST IN RAW MATERIALS AND GUIDED BY OUR THREE-QUARTERS OF A CENTURY'S EXPERT EXPERIENCE—WE THEN CONVERT THEM INTO OUR MATCHLESS INKS

MANUFACTURERS OF

FINE PRINTING & LITHOGRAPHIC INKS

FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.

BRANCHES: NEW YORK-CHICAGO-CLEVELAND

Our goods can also be obtained from printers' suppliers everywhere

"First Aid Hints to Printers." Our little booklet just issued is yours if you'll only ask for it.



Sprague Electric Alternating Current Controller for Flat Bed and Rotary Offset Presses.

Moving Out of Town?

Large printing houses in the big cities are little by little moving into the suburbs for more space and better working conditions, not to mention lower rentals. This nearly always means a change from direct current motors to alternating current motors.

Two of the largest publishing plants in New York City, in moving out of town, are installing Sprague Electric Alternating Current Printing Press Outfits because of the perfection of Sprague A. C. Control Systems.

SPRAGUE ELECTRIC WORKS

Of General Electric Company

Main Offices 527 W. 29th St. New York

PIONEERS OF THE INDUSTRY

Branch Offices in Principal Cities

The Inland Printer

Vol. 65, No. 4 July, 1920

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, Editor

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PUBLISHED MONTHLY BY

THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, U. S. A.

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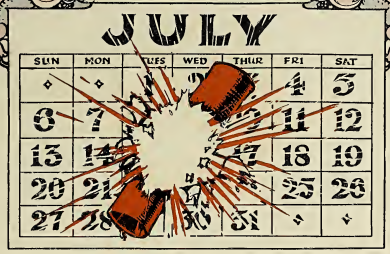
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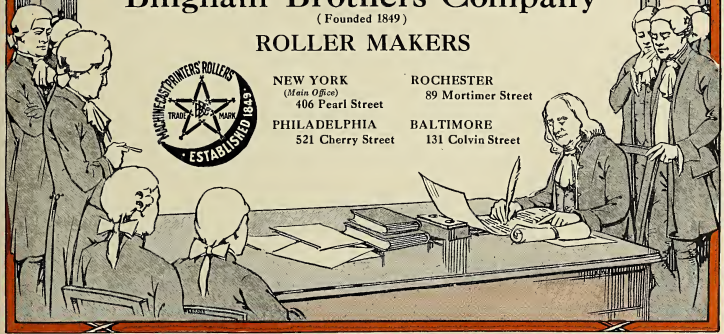
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Civilization Rests on Printing

By HENRY LEWIS BULLEN

MAN, having the gift of speech, remained a savage. Having practised art and music, as all savage races have done or do, Man remained a savage. Man's greatest gift is the faculty of invention. Man used invention to clothe himself; nature clothes the animal and the bird. Man, born defenseless, invented weapons to defend himself against the claws and teeth of beasts. Man invented art and music; with one he decorated his weapons and his weavings and the skins which clothed him; with the other he feebly imitated the song bird. Man invented a way to make fire, taking on the burden of keeping himself warm and of cooking his food; burdens from which his superior in animality—the beast—is free. But, withal, Man remained through untold ages a savage, groping in the dark, imagining vain things, a superanimal, using his gift of invention to do for himself by artifice what Nature had done so much better for the animal.

Then Man's gift of invention became his Savior! Man invented Writing. What Man learned he recorded and accumulated and passed along to his successors. Man began to ascend into the light. Wherever Man was assiduous in recording facts, he developed progressive ideas. Man acquired ideals. Prizing this illuminating invention of Writing, Man looked around for surfaces on which he might multiply Writings. In India the palm leaf offered itself, and became the basis of that civilization, with its two great religions, its noble art and literature, and its esoteric philosophy. In Assyria Man invented the clay tablet, and dominant civilizations were erected thereon; in our time Man discovers through these tablets that the works of Moses are comparatively modern adaptations of a history written centuries before Abraham slept in the bosom of his God. In Egypt the papyrus offered, and upon it, as if by magic, the marvelous and beautiful civilizations of Egypt, Greece and Rome arose.

Then, a great crime was committed in the name of God. Man, misconstruing the teachings of his Messiah, destroyed almost all the works of science, philosophy, poetry, and art spread upon the magic papyrus, calling them heretic; and civilization went into eclipse for a thousand years. In the twelfth century Man in Europe had paper brought to him—another magic carpet. Pagan books, hid in secret places, were brought out of their prisons. Plato, Euclid, Aristotle and others of the noble banned were recreated and once more bright light penetrated among the darkened minds of Europe. Man again made records which were not merely tools of the profession of saving souls. Man was on the way again to save his own soul. Man's cry, in his mental hunger, was for books—more books. But how slowly was that cry responded to! Then invention became once more the Savior of Man. A labor-saving Method of Writing was created. Man called it Printing. Once more Man's destiny was within his own control. Man had a rebirth of civilization—his renaissance. Once more the mighty organ of Writing Art—in its labor-saving form of Printing—was there for Man to play upon, wisely if Man would, unwisely if Man so listeth; but wisely most of all.

This, then, is the Art we are to carry on, carrying Man's hopes with it, and surely all good things shall in time be fulfilled by means of our thrice sacred Art!

Composition by courtesy of Baird Printing Company, Chicago.

The Inland Printer

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WHAT ABOUT THE PROPRIETOR'S WAGE?*

BY R. T. PORTE

A WHOLE lot is being heard these days about the advance in wages of first this class of workmen and then that, and considerable sympathy is being expressed for the "white collar" workers. Likewise, we hear a lot about how the cost of living is gradually creeping up and up, engulfing the poor laboring man and the "slave" of the white collar. Strikes, threats of strikes and "vacations" of all sorts are constantly being aired in the press, while wage increases of every kind have ceased to be a novelty. Yet, with all this in the air, and all the talk and trouble and worry, every one seems to have forgotten one poor individual, and not one has ever expressed any sorrow for his troubles nor worried over how the increased cost of living may have affected him. No tears have been shed for him, no editorials printed, no sympathy expressed. Indeed no, not a bit — wait a minute, we will mention just one person who has wept with this individual and wondered just what was going to be done, and that sole person who expressed any sympathy because of conditions that have been and are existing is the better half, she who is commonly known as the wife, of that individual. Not one person other than she — no, not one — has ever expressed any sympathy, or in fact even thought much about the matter.

It was only the other day that my attention was brought to this matter, and then I hastened to the editor of THE INLAND PRINTER, and told him about the thing. He was just as much surprised as I, and then he insisted that I take some space and tell all about it, just as one paper told about the troubles of the postman whose muddy feet ofttimes spoil the appearance of the front porch, and whose coming brings such bad tidings along about the first of the month.

The one person forgotten, disregarded, and who has been the outcast, is the proprietor of a printing office. What about the employer's salary? What should he be drawing right now as a living wage, to enable him to keep the wolf from the door and also give his devoted and long suffering wife enough so she can feed him once in a while? The profits of the president of a corporation, or the general manager of a large concern, or corporation or anything of that kind does not interest us, but what is of interest is the amount a real honest-to-goodness proprietor of a printing office should be drawing as a fair wage — not salary, just wage — right now in view of conditions and wages paid workmen.

Just recently I had an opportunity to make a survey of the wages paid all classes of journeymen employed in printing offices, and I find that the average wage is $39.46, or nearly $40 a week. In this I have taken into account wages paid the foremen in shops employing only two or three people. This sum is a fair average of wages paid in all parts of the country to journeymen of all classes. If this is the average, then no proprietor of a printing office should be drawing less as a weekly wage — is that not so?

I say it should be much more for the minimum, and here are the reasons: The journeyman works but forty-eight hours a week for his wage, or at the most fifty-four hours. If he works over that time, he receives extra pay. The proprietor has no such hours. He may not actually be at his tasks, but not for one instant can he shake off his business, and it must be

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constantly on his mind and in his thoughts, and the proprietor who does not work one or two nights a week or put in some time at the shop on Sunday is the exception. If this is true, then that should be considered, and for that reason I want to say right here the least any proprietor of a printing office should be taking out of his business as a wage is $45 a week. Just understand that this is the very smallest amount, and should not be considered as a profit or dividend, but purely a wage and nothing else. And this is the wage that the proprietor of a "one man" print shop should be drawing, for of what use is it to draw less than this wage and take all the worries of a business even of that size, when that sum and perhaps more can be secured by working just forty-eight hours a week for someone else? There is no argument against that sum, and if one cent less is being paid by the proprietor to himself as wages, in addition to a profit out of the business, then he is not doing himself and his family justice, and — but what's the use, the argument is all on the side of that wage and not one cent less.

That being the bottom, the sky is the only limit on the way up for the proprietor of a printing office who employs one workman or more.

Here is where we are likely to get into deep water and flounder around a bit, but if we look into the matter we can easily see two ways to solve the question, and both seemingly on a fair basis.

The first method is a very simple one, but it can be applied only where several persons are employed. The idea under the proposition is that the proprietor should be the most important employee. On him almost alone depends the success of the business, and as a measure of the importance it is at least double that of any other person in the plant. Under this arrangement, the proprietor should draw just exactly twice the salary of any other person on the pay roll. If the foreman gets $39 a week, then the proprietor should be on the pay roll for $78 a week, or just twice the amount of the wage of the foreman, or the highest paid employee of the shop.

Another, and to my mind a much more equitable method as well as flexible way, is to accept $45 as a minimum salary, and then add $2 a week to that sum for every workman or person on the pay roll. If there are ten workmen, then the salary would be $45, plus ten workmen or persons at $2 each, or $65 a week. Should the number reach into the hundreds, and the work of management be divided, even though there is but a single proprietor, the $2 a week for each employee may be reduced to $1, and this can be considered a fair proposition. The basis of this method is that every additional employee increases the responsibility and adds to the work of the proprietor, who therefore should receive that extra compensation. It should be worth at least $2 a week to have to direct the work of another — in many cases it is worth a whole lot more.

Here are the two plans offered for those proprietors who have been considering just what basis they should use in placing their names on the pay roll, and I trust these plans will help them solve the question.

The important thing, however, is to get the name on the pay roll, insist on payment of the amount weekly, just as other employees, and not consider this as a profit, but as a wage only. There can be no profits until the proprietor has secured a reasonable and honest wage, and after that has been done profits can be counted, but not before. Get the name on the pay roll but start with not less than $45, even though you are the only employee, and from that amount on up, but never less than $45 a week. Having done that, and taken the money each week without fail, you can count yourself as good as any one on earth, and then the living problems of all will have been considered, not one soul missed, since the printing office proprietor was the one remaining individual whose case had not been considered up to this time, and it was just about time to give some thought to him.

Get on the pay roll today!

Three things I love to look upon: A golden sunset, a master painting, and an artistic job of printing. Are they not all the work of master hands?—GEORGE W. TUTTLE

AN EXHIBITION IN PRAISE OF PRINTING

BY HENRY LEWIS BULLEN

IN Newark, New Jersey, there is the Carteret Book Club, the guiding spirit of which is John Cotton Dana, a great lay brother of our art of printing. The Carteret Book Club has issued from time to time a series of notable, well printed books. About four years ago it gave an exhibition of the typographic work of Bruce Rogers. Those who saw the Rogers exhibition are agreed that it was ideal in every respect as to arrangement and contents. This year, at its annual meeting, the Carteret Book Club voted the funds to give an "Exhibition in Praise of Printing, Illustrating the Evolution of the Art of the Book," in the main exhibition hall of the Free Public Library, from April 13 to May 1. R. W. Nelson, president of the American Type Founders Company, consented to the coöperation of that company's Typographic Library and Museum, and the main part of the exhibits was from that institution.

The central feature of the exhibition was an ancient wooden hand press built in Holland in 1742. There were nineteen large show cases, in some of which exhibits of clay tablets, palm leaf books, and writings on papyrus and on vellum, illustrated the progress of the art of writing with pens and brushes as it was employed during the ages in making books and records. (We must not forget that those who made books many centuries before the existence of the Grecian nations or the Jewish nation were highly trained craftsmen. If they were with us today, we would call them letterers rather than writers, because with us the term "writing" seems to infer a haphazard use of the pen. These predecessors of the typographers, who made books with pens, brushes, gravers and styli instead of types, formed a guild in each center of civilization. The majority of them were secular persons, and not, as seems generally supposed, members of religious institutions, either before the Christian era or after.) Other cases exhibited the great Chinese art of block printing, which antedated typography by more than ten centuries, and brought China to a high degree of civilization in a period when our immediate ancestors were either savage or semi-civilized. It was shown by actual exhibits how the art of block printing was brought to perfection in Japan, and how it came into use in Europe in a crude way a few years before the time of Gutenberg. Then, commencing with the forever famous first typographic book, the Gutenberg Bible, the exhibit presented to view the progress of typography century by century, as it was developed in Italy, France, England and America. This story was told by masterpieces of typography of each century, until the time of William Morris and his successors, ending with a number of books printed by Bruce Rogers.

There was an exhibit of the *creme de la creme* of American commercial printing, a brilliant array, in which the genius of Cleland, Currier, De Vinne Press, Dwiggins, Goudy, Grabhorn, Kittridge, Marchbanks, Nash, Bartlett & Orr, Jaquish, Rudge, Sahlin, Taylor & Taylor, and others, made a brilliant and much admired ensemble. We are year by year surpassing ourselves and all the world in commercial printing, and these men and others are advancing because they are putting the same study and intellectuality into printing that exponents of other arts put into their art craftsmanship.

All exhibitions of printing have books as a main feature, of course; and sometimes they have commercial printing. But this exhibition had features never before seen in such exhibitions. It had busts and statuettes of Franklin, De Vinne and Coster, and the most extensive collection of portraits of printers, and prints relating to printing, that has ever been shown anywhere. There were more than one hundred of these, framed, or mounted and matted, on the walls. Most of these pictures are in themselves fine examples of the engraver's art, of a period, in the sixteenth and seventeenth centuries, when copperplate engraving was in its ascendant, and many, many printers were so highly esteemed that the more famous artists were proud to have them as sitters. It was then that printing was a profession, the occupation of scholars, and printers enjoyed high social and civic rank. The engraving art has naught to do with nonentities!

Things of curiosity were not excluded. There were exhibits of special interest to printers, such as certificates of membership in early American printers' associations, dignified documents, some on vellum, some with engraved devices done by artists such as Sartain, quite different from the paltry certificates issued in these enlightened times! There were poster programs of banquet celebrations of the New York Typographical Society. One of these affairs, in 1853, was in aid of the library of six thousand volumes maintained by the latter society. At that time Walt Whitman, Mark Twain, Theodore L. De Vinne, Peter Force and other printers afterwards eminent were using that library. It was a great aid to their ambitions and advancement, as these men acknowledged in the day of their fame. The largest newspaper ever printed was shown in a gigantic frame: *The Universal Yankee Nation*, Boston,

1841, each page 48 by 36 inches, eight pages printed on one sheet, measuring 11 feet 2 inches long by 4 feet 6 inches wide. There was an exhibit showing all the ingredients of that combination of mud and wood which we, in these enlightened times, are pleased to call paper; also the various appliances used in making paper and pictures of the papermaking machines. There was also a group of pictures of papermaking in the seventeenth century. Another exhibit of colored views disclosed the whole process of rollermaking by the Gatling gun method. There were shown ingenious stunts in composition: portraits and buildings done with thousands upon thousands of pieces of types and borders; and in this section were various good pictures of the Union Printers' Home, Colorado Springs, an institution whose "bounty is unpurchasable and its charity without price." It is the most glorious feature of that splendid organization, the International Typographical Union.

Just a paragraph about the Frankliniana: the book on which Franklin first tried his 'prentice hand; the book which started him on his career as a master printer; the 1766 inventory of his printing plant; a copy of his famous newspaper; autograph letters written by him to printers about printing (think of that!) and the only known surviving copy of his four-page type specimen broadside, showing the types he made in his typefoundry, of which the American Type Founders Company is the successor.

How we wish every printer who loves the art and appreciates the influence of printing could have seen this exhibit! It was brilliant — no other word describes it so well. John Cotton Dana and his staff of the Free Public Library are experts in arranging exhibits. From chaotic wagon loads of boxes and frames they, by skilful arrangement, produced harmony, symmetry and color. In high cases, standing on end, were the magnificent books, too large to go in show cases; such books as Racinet's "Grammar of Ornament" and Silvestre's "Paleographie Universelle," teeming with perfect color printing, entirely dispelling the usual monotony which characterizes a general view of an exhibit of printing. The pictures on the wall shone forth in artistically yet chronologically arranged groups. Here we saw our great predecessors in our art; men of achievement; men whose work had lifted mankind upward, as no other group of men had done or could do.

There was some effort to popularize the exhibition. There were printers' and printer-students' nights, and monetary prizes were offered to the pupils in the schools of Newark and vicinity for the better answers to twenty questions so conceived that each prize winner must have seen almost every exhibit and have read every page of a forty-page catalogue. This contest did much to impress many youthful minds with the importance, dignity and beauty of our art of printing.

The lasting memorial of this beautiful and convincing exhibition is a catalogue with notes, copies of which may be had by writing to the Typographic Library and Museum of the American Type Founders Company, Jersey City, New Jersey, which has agreed to distribute them. Exhibitions of this kind come as a surprise to the careless users of printing. They increase the reputation of printing, and teach the users of printing its truly great value.

A souvenir of the occasion was printed on a Washington hand press in view of the visitors. It is a four-page circular entitled "The Printer and Civilization," which should appeal to all typographers. Here it is:

THE ART OF THE BOOK: THE PRAISE OF PRINTING.

A book may be a work of fine art. If it is a fine art product, it is such because it was designed by an artist and produced by skilled workmen. Read the labels on the flat cases, look at the objects in them — and you must accept the statement.

Note then the portraits and other things on walls and in tall cases and you will see that it is all "In Praise of Printing" and tells of the "Evolution of the Art of the Book."

In New Jersey today are made the best types ever made in the world. On the walls are portraits of New Jersey men who helped to bring the casting of types to its present perfection. New Jersey typemakers have gathered at their foundry in Jersey City the world's best museum and library of typemaking, printing and bookmaking. From this museum and library have come nearly all the things in this room.

The Newark Library has held many exhibits of printing; never one as good as this.

The Newark Museum has shown many groups of art objects; never one as useful as this.

When certain animals of a few million years ago learned to talk they became men; when these men learned to write and read they became civilized; when they learned to print they made their civilization secure. Were all who can read and write destroyed tomorrow, the next generation would in a few years learn anew all that civilization has to give, and would learn it from the books that printers have made.

Truly, civilization rests upon the printers. A maker of printers' types, a library of printers' products, books, and a museum of all arts, have united to set up this display in honor of the printer's work, all at the request of a Newark group of friends of printing, the Carteret Book Club.

The author of this is John Cotton Dana, secretary of the Carteret Book Club of Newark and librarian of the Free Public Library of Newark, which is truly a knowledge factory, a place where books are made to work in all possible ways for the advancement of the people of Newark. In the library in which Dana is the master mind there is not a bit of red tape and the word "restriction" is not in its own peculiar lexicon; encouragement lies in wait for all who enter there. Nearly all librarians imagine they are greater men than the printer. The distressing thing is, not that they are entirely wrong, but that American printers allow them to "get away with it."

THE PRINTER OF PRAGUE

BY LESTER G. HERBERT

JOHN PENNIRD sat in his dingy office with a pile of unopened mail before him — unopened save for the single sheet of letter paper which he held in his hand. He had been watching for the coming of this missive, and truth to tell he had not expected it quite so soon. It was a fair sheet of pearl white stock of highest quality with a small gold monogram at the top. The handwriting which graced this worthy background was refined and elegant — just like Margaret Hereford, whose name was signed to the letter. The expression of John Pennird's face showed great disappointment, chagrin, and even utter discouragement. Somehow or other the coming of Margaret Hereford to the scenes of her girlhood in Prague had given John Pennird hope that the love affair of their youth might be renewed — this time with a more successful climax.

She had opened the old Hereford mansion and had welcomed him in a way which had warmed the heart of John Pennird, a widower of five years' standing. Two days before he had spent the evening by her hospitable fireside, and in the intimacy and congenial atmosphere of that hour he had proposed marriage to her. He had seen the red color suffuse the delicate oval of her face. She had studied the glowing coals a few moments and then said quietly:

"John, I should like a few days to think this over. You and I are old enough now not to be in foolish haste. We were engaged once. Before we renew our vows, let us be sure that we make no mistake."

That she had not refused him had seemed most encouraging. He had gone blithely home and had figured it out that he would probably hear from her in four or five days. In the meantime he would keep away, of course, as he felt that she might want the opportunity to weigh the matter thoroughly quite unprejudiced by his presence.

But this letter had been mailed the day before — evidently written the morning following his declaration. He looked grimly at the pile of mail before him, and he knew that there were many pressing demands for money among them. He was not quite prepared, however, for the announcement of his landlord that his lease would not be renewed, nor for the hint contained therein that he planned to remodel the building, and only intended to give strictly up-to-date businesses a location in it.

John Pennird turned back to Margaret Hereford's letter and a flush of anger arose to his face when he read these lines:

It would be very pleasant to consider life together and the possible freedom from responsibilities which it might bring me, but I am *afraid*, John, to be perfectly honest with you. When I returned to Prague I was disappointed that you had not made more of yourself and your business. It would not make for our happiness that I should always look at you with critical eyes, and in time I might cease to respect you. This is hard to say, but as I see it you never have learned to use your *will power*. There are golden opportunities for a printer right here in Prague, but you never have availed yourself of them.

As you know, it is not a matter of the money that your success would mean, for I have enough and to spare of my own, but material prosperity is a proof of mental and even spiritual triumph many times — the overcoming of difficulties, and the development of self.

I am going to give you a hard test. Perhaps you will not accept it, and it may make you angry. If so, we will not reopen the subject.

My suggestion is to wait two years. In the meantime, let us be casual friends. Make the most of that time to show me what you can do, and then we will discuss the matter of life together again, but at present I couldn't think of tying myself up to a man who has not done more for himself or his town than you have.

John Pennird *was* angry. It seemed so unfair to him that she should turn him down without hearing of the competition he had been up against, and all the other adverse circumstances he had had to surmount. And now the landlord was giving him a sea-toss as it were. He didn't know where he could get another location and his equipment was sadly out of date he knew. Troubles never came singly. Just at that moment the door opened and the credit man for one of his largest jobbing houses walked in.

"Hello, Pennird," he said. "Glad to find you alone. The concern sent me over to have a little talk with you on business matters."

At this, Paul Grant, lean, alert, and prosperous, pulled some papers out of his pocket. John Pennird waved them aside impatiently.

"Oh, I suppose you want money," he said. "Everybody does, but you can't get blood from a turnip. If these people will be patient I can pay up. If they want to push the claim they can go ahead and neither of us will get anything."

Paul Grant laid off his overcoat without saying a word, and sat down in a chair opposite the Printer of Prague.

"We have been patient," he said dryly. "We have been indulgent. You can't expect us to go on letting

you have stock endlessly with only the small and infrequent payments you are making. It isn't kindness to you or to us. What's the trouble?"

"I haven't a chance in the world," John Pennird exclaimed petulantly. "Everything has gone wrong and everybody is against me. Who cares whether I succeed or go to the wall?"

Paul Grant brought his fist down with a resounding whack on the dusty desk.

"Of course," he said emphatically and with a flash of fire in his eyes, "you haven't a chance if you don't make up your mind to it. That's all there is to that. You could go to the top if you wanted to, but you don't want to. You've got an idea that success is a matter of luck. It's no such thing. Any man with a fair measure of health can succeed.

"You've always been satisfied with 'well enough.' You haven't aimed to surpass everybody else. 'Well enough' has cursed many souls and wrecked many businesses. What's the matter with you? Have you lost your pep, or don't you give a continental?

"Why, this is the time for you to put up the stiffest fight of your life. If you were merely a bootblack in the street and *wanted to succeed*, you could do it. Do you remember George W. Childs who blacked boots and sold newspapers in front of the Ledger building facing Independence Square in Philadelphia? That younsgter vowed that some day he would own the newspaper and the building that housed it. His associates laughed at him, but the time came when he realized his ambition.

"He said, '*I will*,' and he never lost sight of that determination. But he didn't just keep the ambition in mind. He knew what his ambition was, and he kept moving right toward it every minute of his life.

"How many inventions do you suppose Edison would have made, or Arkwright, or Stephenson, if they had sat down and whined that they hadn't any chance? What would have been the result if Fulton, Cyrus Field, Christopher Wren, George Washington, Abraham Lincoln, and General Grant had all said, 'There's no use, I am licked before I begin'?

"I don't know just what your particular weakness is, but it's *something*. Find it and cut it out. When James G. Blaine was in college he was fond of football. He saw some of his associates fail to pass their examinations because of football, and the young chap told his mother that *this* was a lesson to him; that he wouldn't play another game of football while he was in college for he intended to succeed. And he cut it out.

"Wherever you go through the towns of this part of the State you meet run down businesses. They are owned by men who say, 'Luck was against me.' And right beside them are fellows who didn't have a bit better chance but they said, 'I will.' Right here in Prague are buildings, canals, roads and factories which are the 'I wills' of men who had backbone.

"I hate to see a man throw away his years of experience as you are doing. If I were in your place I'd go to the landlord, tell him that I wanted enlarged quarters and the finest space he could give me in the new building; I'd go to the bank and raise money to equip that space with modern machinery; I would hold the best men I had and get some other good ones to work alongside of them; I would go out and bring in business which would keep my presses humming and my bookkeeper as busy as a bee; I would show the men I owe that the Printer of Prague is a factor to be reckoned with.

"I am going on to the western part of the State today and I will drop in on my way back Saturday. Have your plan mapped out and we'll talk it over."

Without any more ado Paul Grant arose, flung on his overcoat, and stalked out of the room.

John Pennird got up and paced the length of the small office excitedly. He sat down, opened every letter and read each one from beginning to end. Ordinarily he would have let that mail wait for hours or even days before he would have had courage to investigate it. But he was stunned and he made up his mind to have a different story to tell when Paul Grant came back.

He spent half the night working out what he wanted to do, and once he actually set about it, it was surprisingly easy in prospect. He went to the bank and put up his proposition to them. They were only too glad to help him and he found that they were just on the point of beginning a big advertising campaign themselves and would need a tremendous amount of work. They had expected to have to send it out of town.

He went to the landlord, and the landlord listened to him and then said: "Pennird, I reckon you and I have been asleep for some years past. Let's wake up together and put Prague on the map! That's about my determination and I am going to make the Harris Block the heart of the whole town. I see where I've lost years, but I'll make up for it now. Yes, I'll give you two floors as you suggest, but the business has got to be a live one.

"Tell you what I'll do. I'll back you with cash, for I know you're an honest man, and let's make the Printer of Prague known all over this part of the country. I want to see business coming and going from my new block in a steady stream. Look up the machinery question, and let's have the best we can get, for if we are going to compete successfully we must be able to deliver the goods!"

When Paul Grant stepped off the train at Prague on the following Saturday he made a bet with himself as to whether John Pennird would have been spurred to action or would simply permit himself to be swept ashore by the tides of circumstances.

But he was not prepared for the new John Pennird who met him on Main street.

"Hello, Paul," John said, stepping up and grabbing his hand in a way that meant business. "I've been doing things since you went away and I want to thank you for jumping into me the way you did. I have found what my 'football' is — the thing that is taking so much of my time and weakening my regular work. It's my love of taking things easy — of drifting, of thinking that I got along all right yesterday and the day before without exerting myself a great deal and that I probably will go on doing it to the end of the chapter.

"I see matters differently now and I am going to show other folks that I am a changed man. Come into the club with me here until I show you what I've accomplished while you were away. I wouldn't have believed that I did it in four days, for, like most people, I've been ready to wait for some favorable opportunity to crop up to be taken advantage of. We never would have had a telegraph, a telephone, an air brake, a mowing machine, a sewing machine, or a linotype machine if the men back of them had played the kind of football I have. I am going to show you and the rest of the folks what I can do!"

Paul Grant slapped him on the shoulder.

"Say, Pennird," he said half an hour later when he had viewed the plans for the new plant, "*will power* such as you have shown calls for *concentration*, and *concentration means focusing energy on one point.* I am going back to tell the firm to put your indebtedness in the form of a note to be paid off by easy stages. Get your business going and then, man, you want a wife and a home to work for."

"I shall have both," Pennird responded, looking Paul Grant straight in the eye; "and I shall have the best wife and the best home you ever saw!"

All this was two years ago. Today Margaret Pennird has reason to be proud, as have the people of Prague, of the leading industry of the entire place, The Pennird Printing Plant. And it is a favorite saying of the Printer of Prague that there are people enough *to describe* the Road to Success, but mighty few who have the *actual courage to arise and travel over that road*, simply because it calls for *courage* and *determination* and *persistence.*

THE BENEFIT OF THE PAPER SHORTAGE

BY O. BYRON COPPER

THROUGH the law of supply and demand every great calamity brings its own remedy, every problem its own solution, and every necessity its own invention for relief, though perhaps this is not generally recognized in the history of human affairs, and out of every human hardship springs some new and lasting benefit. Hence, there is no reason to expect otherwise than that the present crisis in the paper situation will eventually be adjusted with the same happy culmination which has characterized all similar problems. Some substitute equally as good, and, it may be, even superior, will be found to take the place of wood pulp in the making of the printer's chief manufacturing stock, and indeed scientific claims are already being heralded as to the efficacy of straw as such a substitute.

But, it is not my purpose here to discuss the paper problem. Let that be left to those better qualified, while I confine myself simply to certain phases of the question coming under my personal observation which the situation has created.

One of the benefits arising from the present paper shortage is that it is teaching printers and newspaper makers to economize in the use of that product. One could hardly exaggerate in estimating the percentage of waste that has gone on for years past in the average newspaper and printing office. Suffice it to say that the extravagance here has been as dire as that known to have obtained with respect to the raw material from which paper is made. But, it is safe to say, today the average printer-journalist is carefully conserving paper. The high cost of the article is not alone in prompting him to do this; he is likewise reminded to economize by the scarcity of the product and the difficulty he experiences in procuring it at all.

It is interesting to note in how many ways newspaper makers have found it possible, often easy, to save paper. After having eliminated all common wastes, there arose the new question of economy of space, which, in turn, opened up new objectives and thereby upset even time honored ends or purposes of the profession. For example, the long cherished ambition of all newspapers to excel in number of pages and number of inches of advertising has given way in instances to a saner conservation of white paper, and it is difficult to see that any of the publications conforming to the new order of things have suffered materially in the change.

In modern newspaper making, I fear, as in so many things related to American industry, volume had become the chief ambition — quantity, not quality,

the end to be attained. The change, then, to greater discriminative consideration of contents, resulting, of course, in the exclusion of much that is immaterial, positively worthless, and even damaging in its influence on the mental and moral welfare of the reader, is a most commendable innovation, destined to do much for the elevation and improvement of American newspaperdom.

As previously inferred, it might be said, because it is really remarkable, how much the average American daily contains (or used to contain, we will say, for the sake of consistency) which can be deleted without a loss being perceptible to the average reader, or, as has already been implied, even at times resulting in a positive melioration. The art of newspaper making is not unlike other arts in that matter which is left out is often more important than that which is put in.

Certainly, every editor will have his own idea as to what a newspaper should consist of, as well as just what it should not consist of, but it is conceivable that disagreement arises only in choice of "frills and trimmings," as it were; practically all masters of the craft are united in regard to the several great essentials, embracing the news, editorials and advertising. It is only in respect to the character, variety, and treatment of these great essentials that experts differ.

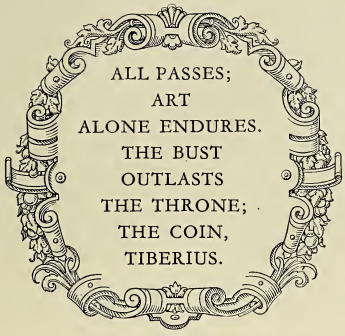
Every one is more or less familiar with the hackneyed simile whereby the newspaper is likened to a festal board, showing that the first, like the last, must be spread with a variety of good things in order to satisfy the taste of a majority of the many who are invited to partake of it. But, without intentionally "mixing my metaphors," it is evident that in case of many of our dailies, and particularly with Sunday editions, there is entirely too much dessert. By far the greater number of us, I venture to say, would be better pleased with a plainer bread-meat-and-potato bill of fare. Merely to glance through the Sunday issue of any of our greater city newspapers is enough to give any busy man acute mental indigestion, and to lug a copy of it about any distance induces bodily fatigue. And what a surprising portion of these Sunday papers is mere waste! I wager in every Sunday edition there is page after page of stuff that is never read by any one. Of course, I am not blind to the fact that these great editions are not accidental — that they are fashioned after plans carefully drafted by keen, shrewd men, whose ears are ever close to the ground to determine just what the public wants. But the question arises: Is that which the people want always best for them? And, if not, then which is it the duty of an editor to offer them? Surely, it is as ethically wrong in the newspaper business, as in the drug business, to sell the public poison, indiscriminately, just because the public demands poison.

In the case of advertising during the past twenty-five years, I think reform has steadily advanced, so that today practically every responsible publication has sound and strict rules as to what it will print by way of advertisement. But the argument for the use of more and more space has been only the natural business tendency of the fraternity, just as to sell more and more goods is any good salesman's natural object. So far had advertising managers succeeded with this precept, that the use of space by all advertisers who could afford it in many instances reached the point of veritable exorbitance. And now it becomes necessary on the part of those papers who are leading the movement for the conservation of stock to deny some of the demands of their advertisers. Will it come to that pass, I wonder, where newspaper men must undertake to teach advertisers to unlearn that which took so many years for some of them to learn, namely, that extremely large spaces are not essential to success in advertising; that a page of space can be made to do the work of four pages; a half page the work of a full page, and, by thoughtful preparation, even a mere quarter page space can be made as effectual as a half page? As a matter of fact, it is not, and never was, so much the quantity of space consumed by an advertiser that has brought him great results, as it has been the quality of his copy and his persistency and extensiveness in advertising.

Thus far these remarks have been confined principally to the greater dailies, but all that has been said might apply with equal force to the smaller dailies, and even to the home weeklies. I have in mind the case of a home weekly, which, in order to comply with the Government's request during the late war, reduced its size from six columns to five columns quarto size, and did not suffer in the least from the change.

In fact, it was generally conceded by that little paper's readers that the innovation actually resulted in improving it. By rigid discrimination in that which entered into the sheet the contents were bettered, and by increasing the rate per inch of advertising space the tendency was to reduce the amount of space sold, without loss of revenue, and thus almost as much space was preserved for reading matter as the larger paper with its lower advertising rate had afforded. The improvement in the contents of this paper was wrought by elimination of all nonsense and trivial items from "country correspondents'" letters. Writers of these letters were strictly charged to report the most important news only, and all copy was closely edited. To all this paper's subscribers the result was most gratifying.

And so, in summing up, I believe the great and lasting benefit that is to come out of the hardship represented in the present scarcity of white news or print paper is that American newspapers everywhere are going to rise to a higher standard of excellence. Quality, not quantity, is to become the editorial slogan; excellence, not bulk, the publisher's chief ambition.



Art has a place *of its own* in industry, and it need not be necessarily what is called commercial art; it need only be art. When business men thoroughly learn that art can be itself and still be useful to them; when they cease distorting it in the effort to *adapt* it to business, then only will they realize its full commercial worth. Let the artist remain an artist and the business man a business man; but let them *understand* each other and work *together*. Art will then take its proper place in American life as a useful factor in everything worth while, and business will profit immeasurably from the partnership. ¶ The following advertisements have been designed and written to show both the usefulness of art to business and the growing recognition of its usefulness by business men.

JAMES HOWARD KEHLER



Art & Business

An idea has gained currency somehow that there is an essential antagonism between art and business—that the arts have not flourished as vigorously in our time as in some others because this is a commercial age. Those who argue thus do so without regard to history.

It was precisely those times and places in the ancient world where trade and commerce flourished most that gave to art its golden periods. It was while Florentine bankers still gave the financial law to Europe and the argosies of Venice dominated the trade of the known world, that men like Leonardo, Botticelli, Michael Angelo and Donatello walked the earth and gave to the Italian cities a glory of art that was matched only by their triumphs of commerce and finance.

Business and art belong together—there is a need for great art in every great business. To supply that need, we employ the services of a group of great American artists.

Charles Everett Johnson Company

Illustration, Design, Lettering, Typography
State-Lake Building, Chicago



"INDUSTRY WITHOUT ART IS BRUTALITY"

WHEN Ruskin wrote the above he was moved by the low estate into which English industry had then fallen. Carlyle previously had referred to the products of modern industrial competition as "cheap and nasty."

But times have changed. Industry finally has recognized art as something more than "beautiful foolishness"—as in fact a very practical and very powerful weapon of competition. Manufacturers have found that art has a definite value in the designing of products, packages and publicity.

Successful businesses today are those which use the best art. The phenomenal growth of our business is due entirely to this comparatively new demand for *the best* in art. Our staff is composed of men who have won real eminence in painting, illustration, design and typography. Their work is directed by men who understand the application of art to industry. We invite consultation.

CHARLES EVERETT JOHNSON COMPANY

Design · Illustration · Typography · Lettering
State-Lake Building · Chicago



THE SISTINE CHAPEL OF THE VATICAN

has, for more than four centuries, preached two compelling gospels to the world —one the gospel of Christianity, the other a gospel of beauty. The church which built it is the most successful organization of its kind in the world. It reaches more people, and more different kinds of people, than any other sect in Christendom. It has throughout its history recognized the utility of beauty in conveying its message to people of every degree, from the lowliest to the highest.

Business men must learn this lesson—that art is more than esthetic—that, if it be real art, it has a dynamic power unequalled by any other agency in reaching the great heart of humanity. It is the most practical thing in the world. It delivers its message instantly, in terms that all, even the illiterate, can understand.

This is an age of business and great art must be employed to convey the great civilizing message of industry and trade. To meet that need, and to meet it adequately, this organization has come about through the natural logic of events. Supply has answered demand and here at your service are such distinguished painters, illustrators and designers as C. Allan Gilbert, Will Foster, McClelland Barclay, Harry L. Timmins, Arthur Henderson, Frank Snapp, R. F. James, Andrew Loomis, Maurice Logan, and, in typography, Everett R. Currier. These men invite the opportunity of contributing their art to your message.

CHARLES EVERETT JOHNSON COMPANY

Illustration · Design · Lettering · Typography

State-Lake Building · Chicago



"BREAD UPON THE WATERS"

FOR many years Chicago has maintained in the Art Institute the best and the largest art school in America. It is generally conceded that this school has trained more good artists than any other. For many years also these good men turned their faces eastward to find a market for their genius. Now the tide has turned. The good men are coming back. The middle west now leads America in at least one important branch of art—the art of commercial illustration.

We are proud to have had a part in turning the tide, but, after all, who did it is not so important as the fact that it is done. The great vision of the founders of Chicago's Art Institute has been realized—their faith stands justified. What they gave to the world has come back to the west.

CHARLES EVERETT JOHNSON COMPANY

CHARLES EVERETT JOHNSON, PRESIDENT GEORGE O. BAKER, VICE PRES. & TREAS. FRANK H. YOUNG, SECRETARY

Design ▾ Illustration ▾ Typography ▾ Lettering
State-Lake Building ▾ Chicago

Riley



"THE UTTERANCE OF LIFE IS ART"

BY what tokens are ages and peoples remembered in the long processional of time? By what signs has man marked his progress in the upward climb? By his arts alone. "All else passes: art alone endures." Art delivers a message that all can understand—that even time is powerless to obliterate—that time only serves to emphasize. The art of the monastery is as alive today as ever. Its message of beauty is as clear and valid as in the Middle Ages which produced it.

The lesson has not been lost upon the modern business man, who today demands the utmost that art can lend to his message. Because the best is demanded, this organization of eminent artists is here at your service. It is the logical answer of supply to demand. The staff includes many of the foremost American painters, designers, illustrators and typographers, working together to produce better results in every form of advertising and printed matter. Your acquaintance is invited.

CHARLES EVERETT JOHNSON COMPANY

Illustration ◦ Design ◦ Lettering ◦ Typography
State-Lake Building ◦ Chicago

EDITORIAL

Are the members of the printing industry in general fully aware of the exceptional opportunity that is offered them in the School of Printing maintained at Indianapolis, Indiana, under the supervision of the United Typothetæ of America? This is the question that was uppermost in the mind of the writer while in attendance at the graduation exercises held at the school during the past month. If printers were fully aware of the opportunities presented by the school it is certain that the present facilities would have to be increased to a very considerable extent. They are inadequate for the requirements placed upon the school at the present time, but, even so, a splendid work is being done in training young men for the various branches of printing, and this work can not help but have a great influence for good upon the future of the industry. Those who have given their time toward establishing and building up this institution have earned the gratitude of all connected with printing, and they should have the hearty support of a far greater number.

An Injustice to the Printer.

A correspondent sends us two pages from the June issue of *Popular Science Monthly*, which bear the heading, "Brawn versus Brain in the Struggle for Existence," and the subheading, "Society pays more for services of window cleaners than for those of highly trained white-collar men." On the page are shown eight pictures, representing various occupations, showing that occupations requiring merely a little skill and no education pay higher wages than some requiring a high degree of skill as well as education. For instance, one picture shows a bricklayer, and the caption reads: "Here is the prince of brawn workers. The bricklayer receives $60 a week. Although his work requires a degree of skill, he needs no education for it, and he may even be unable to speak or write the English language. His children go to school to a $20 a week teacher with education and training." Another picture shows a teamster, while still another shows a window washer. These are compared with one showing an accountant, another a chemical analysis expert, etc., occupations demanding a high degree of intelligence and skill.

In one corner is the picture of a man feeding a press, and the caption reads: "The pay of a printer ranges from $36 a week to $14 a day, if overtime is counted. He does not need to exercise his brain to any great extent, nor does he require much education. His job is a mechanical one that involves no danger like that of the fireman nor is it so taxing as that of the bookkeeper." To this our correspondent takes exception, and justly so, asking if we do not think it an injustice to the printer, and stating that "The man who wrote it could never have been a printer or he would never have made such a ridiculous assertion." Our opinion is asked.

It surely is an injustice to the printer, and it shows the altogether too prevalent opinion that all there is to printing is putting sheets of paper into a press, which, it is true, "does not require much education," and which does not call for much exercise of the brain. It is surprising that any one having anything to do with printing, and the publishers of *Popular Science Monthly* must have considerable to do with it, should allow a wrong impression of this character to be spread broadcast. The work of the printer, taken in its entirety, demands not only a high degree of skill but a considerable amount of intelligence as well. The true printer is more than a mere mechanic. He must have artistic ability in the arrangement of types, keen appreciation of the principles of balance, harmony, form, and color, and many other requirements we might mention.

There is another side to the question, however, and that is that printers are largely to blame for the conception that many outsiders have of their work. To a very great extent printers have become so wrapped up in the purely mechanical side of the work, and in the business end, that they have allowed the impression to become spread abroad that they are mere mechanics and they have done nothing to combat it. Of course there are exceptions, but it might be said that in a large measure printers have fallen into the rut of merely doing the mechanical work of putting into printed form what some one else has created and put into written form. It is due to this fact that many who never set a line of type, and who have hardly seen the inside of a printing office, are preparing the specifications, the dummies and layouts and the reading matter, reaping the rich rewards in the way of financial remuneration, and telling the printer just how he shall do the work, the kind of type as well as the kind of paper he shall use, and everything else in connection with the work, even to the price he shall charge for it.

It is time that printers awoke to the situation and started some sort of propaganda, some kind of educational campaign, to demonstrate to buyers of printing that they

are more than mere mechanics, that they have the ability to do, and are doing, actual creative work — work that requires the highest type of education, intelligence and skill.

A National Coöperative Press.

"A National Coöperative Press — Owned by the People, Published by the People for the People." Thus reads the heading of a circular recently received. To give the idea, we reproduce the matter:

The organization of no other industry or combination of industries would mean so much to the people of the United States or the world as to have a nationally owned coöperative press. The national coöperative press would be owned, operated and controlled by the people through a system of local, state and federal committees or trustees on the same plan as our present school system. There are men innumerable who have made a life study of the complex problems we are facing today, but they have no means of conveying that knowledge to you for the reason that, put into practice, those ideas might not be for the best interests of the special interests whose money today dictates the policy of most of the newspapers and magazines.

There is a wide gap between the grain growers' and fruit growers' associations, the great war veterans' and labor organizations whose interests are all in common, that could be filled in by establishing a nationally owned coöperative press, through the medium of which all danger of misunderstandings would be eliminated. It would also be the means of curbing the special interest propaganda that is filling the newspapers and magazines of today, and would give the people the naked truth about what is going on in this and other countries.

The press, admittedly the greatest factor in molding public opinion, should be owned and controlled by the people, if for no other reason than to unite the people of the nation, and eventually nations with nations, and if properly organized, by one stroke of the pen, through the medium of such a press, the largest army and navy in the world could be wiped out — simply by public opinion.

The purchase of the now existing weekly newspapers would not be a very difficult undertaking, and it is one that could be arranged to the satisfaction of all parties concerned, and the yearly cost of operation is another item that could be figured out to the exactness of a few dollars. The plan proper is to buy up the country weeklies by forming associations, standardize the equipment of the shops according to district needs based on circulation, and establish a parent plant at the state capital to print two pages of state news; the county plant to handle four to six pages of county news. The local weeklies would complete the chain by furnishing from two to four pages of local news. After a few States gained enough papers to warrant it, establish a federal plant at Washington, D. C., which would handle federal news. This system would give the people living out in the country and smaller towns a complete file of federal, state, county and local news. There is no paper today that can beat the country weekly out of its place by the fireside in the rural home — the local touch would therefore bring all the news home, and every man, woman and child would then be in a position to take an active interest in the leading issues of the day for the reason they would *know the truth;* everybody would know it and everybody would be able to discuss the issues intelligently as set forth by people who were in the *know.*

The national ownership would be formed in such a way as to erase every vestige of individual or class ownership or control — there would be no limit placed on the number of shares an individual wished to take to help the cause, but he would be allowed only one vote. The Executive Committee would consist of three or five members chosen by secret ballot from the body of local shareholders, and they would assume the responsibility of selecting the editor-manager for the local press. The editor-manager's duties would be outlined by the committee and they would also sit as a "court of last resort" as regards the censoring of advertising or copy by the editor-manager.

The latter could have, if it were deemed advisable, the privilege of appeal to the state committee. Any complaints arising through the editorial or other criticisms would be taken up by the committee, thus giving the editor-manager a wide scope to wield the pen in the interest of the people and telling the *uncolored truth.*

Individualism and selfishness are the causes of the unrest today, which is too big an issue to undertake to discuss. Suffice to mention that the purpose of the national coöperative press would be to discuss the issues and not men or petty ideas.

Printers' ink molds public opinion from the kindergarten to the grave. Why should not the people have something to say, or some control over this great factor for human welfare? Criticism and suggestions respectfully invited on this issue, so vital to the future welfare of people and State.

A splendid idea, on the face of it, and possibly feasible. There are many good ideas floating around, though, but we will undoubtedly reach the millennium, and then some, before they can be put into practice.

Why the Unrest?

When we speak of unrest we are considering more particularly the unrest that applies to the printing business. At the outset it must be admitted that conditions are unsettled and that neither workers nor employers are satisfied with the circumstances existing today.

During the period of the war the activities of labor were centered on one thing — to win the war. Then came the unexpected end of the war and the subsequent disclosures of graft and scandal. The worker, noticing this, wondered if he had been the goat, and began to look on his employer with suspicion. With such a condition it is not surprising that production began to drop from where it was in the prewar days or in war times. The employer, in turn, after meeting demands for increased pay, can not understand the loss in production, and wonders if he is being held up by his employee.

Clearly it is a case of misunderstanding on both sides. Employing printers can hardly be accused of profiteering, and the average employee is a four-square man at heart. The problem is to bring these two factions together.

Running a printing business is no child's play — as any employer will tell you. Capital is a necessary spoke in the wheel of business, and printing is no exception. Just to bring it home to the employee — witness the weekly pay envelope which is always ready Saturday noon whether business has been good or bad during the week. Every raise in prices, whether it be for paper, rent, taxes, labor, or what not, means that the printer must readjust his prices to meet the new conditions. When production falls off and adds to his worries, little wonder that the employer tears his hair and makes dire threats.

Nor does a further increase in wages offer the solution to the question, either from the side of the employer or the employee. Production has not kept pace with the wage increases of the past, so the employer will naturally be averse to considering additional raises. The employee has been face to face with exorbitant prices, and more money in his pocket on Saturday has simply come to mean more expenses during the week.

Pending a readjustment from outside the printing business, the printing employer and employee should begin to work together, each for the other's interest as well as for his own. Drop the petty differences and remember that the other man isn't such a bad fellow after all, and we can expect to see a radical change for the better in conditions in the printing trade.—W. W.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letter will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words subject to revision.

Shop Management.

To the Editor: ALGONA, IOWA.

Allow me to make a few remarks relative to the printing art, which I should like to see published in your invaluable journal. I believe there exists one great fault to be found among printers, proprietors and foremen in the way of shop management, which rule of management if followed in other lines of business would result in conditions most provoking to those interested. I refer to a great many printers throughout the land allowing "outsiders" to tell them how to run their business.

Let us take, for instance, a merchant. We are allowed to enter his store, to look at his wares, and to buy. That is our privilege. But the merchant displays his wares and his window display according to his own judgment. We are not to tell him how to arrange his goods.

Now, then, to the point. This same merchant will go into a newspaper office with his advertisement and ask for a position "across the top of the page." A good many newspaper publishers will grant him this. As long as an advertiser can secure "top position" with a small advertisement there is no use of his spending money for an advertisement the full length of the page. And then why not allow every "Tom, Dick and Harry" the same privilege of having "top position"? Soon the "top positions" would be used up. Result? A "rotten looking rag," as we printers would term it, with news matter jumbled about at the mercy of the advertisers. The reader, without whose patronage the paper could not exist, is humiliated by the slovenly makeup of some "self ideaed" foreman or proprietor of the print shop.

There is no argument in favor of the "slouchy" makeup system, or rather lack of system, still used by some shops today. One advertiser should be shown as much consideration as his competitor. The advertisers *know* advertising pays, and of course, as is human nature, some will try to "squeeze out" as much from the printer as they can get.

The Chicago Tribune, growing greater each year, does not show special attention to a few advertisers. All receive the same, and, as a result, all hold the *Tribune* in respect. And the *Tribune* uses the "pyramid" or rather "triangular" system of makeup, exposing most advertisements to reading matter. If an advertiser wants to come out prominently he must pay for it in the form of a larger advertisement, not a position with reading matter buried beneath it.

This system of makeup is now being nationally adopted. The printers are waking up. They are taking a pride in the appearance of their pages. They are beginning to realize that there is something more to making up a page than the mere "slapping in" of linotype matter and advertisements. They are getting systematized.

There still exists, however, in some small towns, and some larger ones too, a few old "fogies" who insist that Mr. Whoozis is a "particular fellow" and he just has to have the space he calls for or he will quit advertising! Tommyrot! Don't worry about Mr. Whoozis not coming back! He'll be back, don't worry, as soon as he sees that his competitors are getting "the gravy" while his advertisement has been missing. And he will feel that the advertising space must have become more valuable, since the "honorable editor" has not fallen before him on bended knees and asked him to "please keep on advertising — I'll give you any space you ask for — the top of the first page, if you wish"!

The day is dawning when makeup foremen and proprietors are realizing that the advertiser holds them in respect much more by their refusing to show special accommodations to the few — and as a result thereby often crowding out the remainder—than would be the case if they did not keep continually chasing after them to advertise, and giving them commanding positions.

To illustrate this, there was a merchant in a certain town who always had the top of the page. One day one of his competitors, also a regular advertiser, who had no special position, was frozen out by having his advertisement on the same page, beneath the other. He had a genuine spasm the next day because he was not given the same prominence as his competitor. He was assured that there is only one top to every page, and that his rival had that position, so they both could not have it. Several other controversies ensued in the plant from day to day — certain advertisers always growling, the privileged characters howling for more privileges, and the "unprivileged" howling because their advertisements did not look right. The paper went the downward course, while the other rival paper in the town, which used the pyramid style and showed no special accommodations to the few, continued to prosper, and, of course, kept charging more and more for advertising space, and the advertiser paid it. Finally the first mentioned paper had a net circulation of 350, local and mail subscribers. The owner made the death leap at the eleventh hour and combined interests with his competitor, using the system of the latter in conducting the business.

G. W. WATKINS.

EXHIBIT OF HOUSE-ORGANS BY UNIVERSITY OF CALIFORNIA.

The first complete exhibit of house-organs, the publications of firms and corporations for circulation among their employees and patrons, will be held in San Francisco in August under the direction of the Extension Division of the University of California. The exhibition is being arranged by Louis Franklin Overstreet, instructor in advertising, and will open August 12. Editors of house-organs throughout the country are invited to send current numbers of their publications to Mr. Overstreet, Room 301, California Hall, Berkeley. The exhibition will be open to the public, and will usher in the fall term of the class in advertising, which Mr. Overstreet will conduct. Correspondence courses in this subject are available at any time.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

In a letter to the press a London printer justly objects to the practice of some paper houses of printing their price lists and advertising matter by the multograph and various other duplicating processes.

In spite of the great efforts which are being made to increase the output of paper and pulp, the opinion is held by authorities that several years will elapse before the supply of paper overtakes the demand, if it ever does.

The Lanston Monotype Corporation of England is making an issue of 100,000 shares of common stock of £1 each. The object is to provide capital for its rapidly increasing business and to enlarge manufacturing facilities. The company's dividend for 1919 was ten per cent.

The recent fusion of two great printing trade houses, Waterlow & Sons, and Waterlow Brothers & Layton, London, leads the *Financial World* to comment: "This brings about a reunion of old family businesses that it is surprising should ever have grown up separately. We occasionally, however, see this branching out of households following the same trade into a number of individual concerns. There are, for instance, besides the Waterlow example, the printing establishments of Eyre & Spottiswoode and Spottiswoode & Spottiswoode, Ballentyne & Co., and the paper firms of Spicer Brothers and James Spicer & Sons. The Waterlows stand in the front ranks of lithographers and stationers, and the interests of the two houses are almost identical in every branch. The common head of the family in the eighteenth century was James Waterlow, and Philip Hickson Waterlow, chairman of Waterlow & Sons, is his grandson, while William Alfred Waterlow, managing director of the merged Waterlow Brothers & Layton, is his great grandson. Edgar Lutwyche Waterlow, managing director of Waterlow & Sons, is a son of Philip Hickson Waterlow. The latter concern, now that it has absorbed its kin, will have a capital of £1,770,000."

FRANCE.

A new journal, with the name *Papyrus* and devoted to the printing and paper industries, has been started at Paris. If the gait set by the first number continues, it will be a valuable addition to trade literature.

Georges Lefreux, the projector of "Gallia Typographica," met death through an accident some time ago. But the work will be continued by Edouard Champion. This work, of which we have already made mention, is intended to be a complete record and chronicle of printing in France, from the beginning down to the Revolution, including lists of all printers, in every city and town, and biographies of the greater printers based on official documents.

The German printing trade journal, *Der Deutscher Buch- und Steindrucker*, in a recent number had an article giving quite a bit of praise to René Billoux, the editor of a Parisian printing trade journal, because of his energetic work in collecting a fund to help French printers who suffered while engaged in the war, or who became prisoners in the enemy's camp. Mr. Billoux, on account of this work, has been given laureate honors by the French academy. Our readers will remember an appeal for contributions which he made in our pages.

GERMANY.

William Aufmann, formerly a newspaper publisher at Cleveland, Ohio, died early in June, at Dresden, Saxony.

The paper textile industry has suffered a collapse since the signing of the armistice, despite later efforts to induce the public to take to the wearing of paper apparel.

A scientific investigation, by H. Haertling, of the cause and method of prevention of the crumbling of old documents written in ink, shows that paper or parchment may be aged artificially by heating at 50° to 60° Centigrade in a current of dry air for five to six hours. When paper with a coating of ink rich in ferric oxid is aged it rapidly becomes brittle and falls to powder. Colloidal ferric oxid placed on paper, or mixed with raw cotton and aged as above, causes the cellulose to fall to a powder having a microcrystalline structure.

The following goods are on the list of articles which may now be exported from Germany without an export license: Printed articles for business purposes; bookbinders' cloth, smooth or pressed; daily newspapers; periodicals exported through the medium of the publishers' dispatch offices; gold leaf, beaten by hand, alloyed (so called book gold), in the form of books; printing machinery; machines for bookbinding; mechanical presses for books, printing, lithography, photoengraving, plate printing and other book printing machines.

CHINA.

A new, simplified system of phonetic writing called the Chu Yin Tzu-Mu is reported as making rapid progress in China. It uses thirty-nine symbols, twenty-four initials, twelve finals and three medials for connecting sounds. In 1918 the system was officially adopted by a congress of representatives of all of the provinces, as the written language of China. It has been taught in the Government's public schools, the lower normal schools and even the grade and primary schools. Colleges have held institutes to teach the system to school teachers. The question might be put, If the Chinese can adopt a phonetic alphabet why can not we, who claim superior intelligence, do likewise?

SWITZERLAND.

The Society to Further the Swiss Gutenberg Museum during the past year added sixty-one new members. An addition to its building will be undertaken this year, the present quarters being cramped. The museum recently received a donation of some twenty thousand pieces of printed matter in about one hundred languages, collected by Herr Lüthi, a leading member of the society.

AUSTRALIA.

Late reports from this country tell of over three thousand printing operatives going on strike in Melbourne on March 1. There are six unions involved in the dispute, the Typographical Society, Printing Operatives' Union, Bookbinders' Society (women), Bookbinders' Society (men), Carton Boxmakers' Union and Lithographers' Union. Each has a grievance of its own, and they are all making common cause.

AUSTRIA.

The *Deutsch-Oesterreichische* (formerly *Oesterreichisch-Ungarische*) *Buchdrucker-Zeitung*, after having been published forty-eight years, has been discontinued, no doubt because of the high cost of paper. It was one of our highly valued foreign exchanges, being ably edited and chastely (never extravagantly) printed on a very good paper.

ITALY.

Raphael Bertieri, editor and publisher of the high class printing trade monthly, *Il Risorgimento Grafico*, and director of the book trades school at Milan, has been honored by being named a "chevalier of the crown of Italy."

RUSSIA.

It is reported that only one book may be bought at a time in this country, owing to the paper shortage.

According to late reports, there are at present but thirteen small paper mills in operation in the whole of Russia.

Collectanea Typographica

By HENRY LEWIS BULLEN

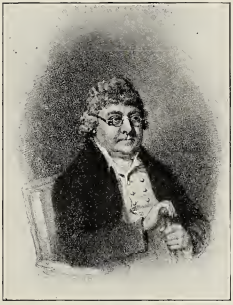
Hail mystic art! which men like angels taught,
To speak to eyes, and paint embodied thought!
The deaf and dumb, blest skill, relieved by thee,
We make one sense perform the task of three.
We see—we hear—we touch the head and heart,
And take or give what each but yields in part;
With the hard laws of distance we dispense,
And, without sound, apart, commune in sense;
View, though confin'd—nay, rule this earthly ball,
And travel o'er the wide expanded all.
Dead letters thus with living notions fraught,
Prove to the soul the telescope of thought;
To mortal life immortal honour give,
And bid all deeds and titles last and live.
In scanty life, Eternity we taste,
View the first ages, and inform the last;
Arts, History, Laws, we purchase with a look,
And keep, like fate, all nature in a Book.

The above lines were written by Constantia Grierson, wife of George Grierson, who was appointed King's printer for Ireland in 1732. Mrs. Grierson was in her day famous as a scholarly woman and a versatile author and poet. As a girl she was taught type composition. In womanhood she was first assistant to her husband in the direction of the printing house. Her scholarship was mainly self acquired. The poem reprinted above was annually printed on a press carried on a wagon in the procession of the printers' guild of Dublin on Lord Mayor's day. Mrs. Grierson's son succeeded to the business of government printer for Ireland. A century after Mrs. Grierson's death (1733) the Grierson printing house was flourishing, none the worse apparently for the pursuit of learning by the Griersons. Perhaps their mental cultivation had something to do with their success in making printing pay.

Since writing the above *Collectanea* has seen a book printed by the Griersons in Dublin in 1714.

A Printer We Are Proud Of.

WE present on this page a portrait of John Nichols. As a business man he made a great fortune and carried on a printing establishment which his great-grandsons are conducting with success at the present time in London. It was founded in 1699 by the



John Nichols.

John Nichols, a famous and successful printer, 1745-1826; Master of the Printers' Guild, historian of Printing, author of many works of research, owner and editor of the Gentleman's Magazine, *alderman of London, whose biography is printed on this page. The printing house he conducted is carried on at the present time by his great-grandsons.*

elder Bowyer, whose biography has been printed in *Collectanea*. In 1712 Bowyer's extensive plant was totally destroyed by fire, yet he re-established it in time on a larger scale. In 1808 the plant which had been Bowyer's and was then Nichols' was totally destroyed by fire, yet Nichols re-established it in time on a larger scale. Remember, please, that these losses were before the days of fire insurance. These two instances furnish further proof that in the olden times the printers were exceptionally prosperous as a class. They held high social and civic rank. They were proud of their profession and demanded and obtained good payment for their invaluable work.

There is a certain lie now current, often repeated at cost finding conventions, that printers have always been more or less poverty stricken. The old "wheeze" about the first typographer, Gutenberg, having a mortgage on his printing apparatus is uttered unctuously at cost conventions by speakers who are shamefully ignorant of the history of their trade. The printers, down to a century ago, in all parts of the world where printing was done, were fully as prosperous as persons in other gainful occupations. It's the modern printers of the nineteenth and twentieth centuries who, as a class, have chosen the mechanic view of their occupation and have the rating and get the remuneration of mechanics, that are poor in reputation, because ignorant of the true value of their work to the world in general and to merchants and manufacturers in particular, and are therefore poorer in pocket as a class. Their favorite indoor sport is deprecating their art and those engaged in it.

It has been told in *Collectanea* how William Bowyer the elder advanced the funds to start William Caslon, an engraver on metals, in the typefounding business. William Bowyer the younger was a staunch supporter of Caslon in his days of struggle. John Nichols and William Bowyer jointly wrote and issued a book on "The Origin of Printing." To John Nichols and no other we owe the very exact and complete knowledge of the history of printing during his lifetime, a period of revolutionary changes in the processes of printing. These facts are to be found in Nichols' "Biographical and Literary Anecdotes of William Bowyer, Printer, F. S. A., and of Many of his Learned Friends." In 1781, when thirty-six years of age, John Nichols wrote and published the "Biographical Memoirs of William Ged," the inventor of stereotyping. Yes, John Nichols was intensely proud of his profession and gloried in testifying to his pride.

When he became owner and editor of the *Gentleman's Magazine* he gave due prominence to the achievements of printing and of printers.

Our portrait is from a mezzotint published in 1814 in a work containing the portraits and biographies of the leading

men of England in that year. Nichols was then a fellow of the Society of Antiquarians. Where today is there a printer who is a fellow of any learned society? Smellie, of Edinburgh, master printer, was secretary of the Scottish Society of Antiquarians, and founder, publisher, editor and chief contributor of the first edition of the great "Encyclopedia Britannica." Isaiah Thomas, of Worcester, Massachusetts, was the founder in 1812 of the American Antiquarian Society, now of world wide fame, one of the greater influences of culture in our country. These three men were scholarly and literary, and those "weaknesses" did not prevent them from being extraordinarily prosperous. Thomas, author of the "History of Printing in America," a great work, our chief source of information about early printing in America, started life at the age of seven (!) as an apprentice, a miserably poor orphan. He died in 1831, leaving an estate of $1,700,000; and there were no "get rich quick" ways of making money in Thomas's time. He retired from business in 1805. *Collectanea* a few years ago addressed an audience of about three hundred master printers in Chicago, and only two in the audience had ever heard of Thomas, "the Baskerville of America," a better and more money making printer than Benjamin Franklin, one of America's greater worthies, honored by learned men everywhere — and yet the printers ask why printing is not more prosperous! The reputations of men like Thomas and Nichols are assets to printing, which American printers, as a class, do not know enough to make potent and profitable.

We shall now reprint the biographical notice of 1814, issued while John Nichols was yet alive. He died in 1826:

JOHN NICHOLS, ESQ., F.S.A.

The son of Edward and Anne Nichols, was born at Islington, February 2, 1745, and received his education in that village, at the academy of Mr. John Shield. In 1757 he was placed under the care of the learned printer, Mr. William Bowyer, who, in a short time, received him into his confidence, and entrusted to him the management of his printing office. In 1766, having previously become a freeman of London, and liveryman of the Company of Stationers (the Printers' Guild), he entered into partnership with his master, with whom, in 1767, he removed from White Friars into Red Lion Passage, Fleet street. This union continued till the death of Mr. Bowyer, in 1777.

In August, 1778, he became associated with David Henry in the management of the *Gentleman's Magazine*, to which he has ever since been an extensive contributor, and for many years sole editor.

In 1781 he was elected an honorary member of the Society of Antiquaries of Edinburgh; in 1785, received the same distinction from the Society of Antiquaries of Perth; and, in 1810, was elected a Fellow of the Society of Antiquaries, of London.

In December, 1784, he obtained a seat in the Common Council of London, for the ward of Farringdon Without, of which he was also Deputy from 1787 to 1797; finally resigned his seat in December, 1811.

On January 8, 1807, by an accidental fall he fractured one of his thighs; and on February 8, 1808, experienced a far greater calamity, by a fire, which occasioned the total destruction of his printing office and warehouses, with the whole of their valuable contents.

Under these accumulated misfortunes he experienced the sympathy and aid of extensive friendship; his mind gradually recovered its vigor, and his first efforts were exerted to complete his greatest literary undertaking, "The History of Leicestershire," which alone seems to demand the labor of a whole life.

In 1800 he associated with himself in partnership John Bowyer Nichols, his son; and, in 1812, Mr. Samuel Bentley, his nephew.

The publications of which Mr. Nichols has been either author or editor are very numerous. The following more particularly may be attributed to him:

"The Origin of Printing," 1774, 8vo, a joint production of Mr. Bowyer and himself; reprinted in 1776; and a Supplement added in 1781.

Three supplemental volumes to the "Works of Dean Swift," with notes, 1775, 1776, 1779; and, in 1801, a complete edition of "Swift's Works," nineteen volumes, 8vo.; reprinted in 1803, twenty-four volumes, 18mo.; and again in 1808, in nineteen volumes, 8vo.

"Brief Memoirs of Mr. Bowyer," 1778, 8vo., distributed as a tribute of respect, amongst a few select friends. Subsequent communications, and an extension of the plan, produced, in 1782, "Biographical and Literary Anecdotes of William Bowyer, printer, F.S.A., and of Many of his Learned Friends," 4to. This was again reprinted, in 1812, with a vast accession of biography and correspondence, under the title of "Literary Anecdotes of the Eighteenth Century." Of this, eight large volumes, 8vo, have appeared, and a ninth is in the press.

"A Collection of Royal and Noble Wills," 1780, 4to.

"A Select Collection of Miscellaneous Poems, with Historical and Biographical Notes," eight volumes, small 8vo, 1780-1782.

"Bibliotheca Topographica Britannica," a series of articles of British topography, begun in 1780, and completed in 1790, in fifty-two numbers, or parts, forming eight volumes, 4to.

"Biographical Anecdotes of William Hogarth," 1781, 8vo. Republished in 1782 and 1785; and again in 1810, in two quarto volumes, with 160 plates, accurately copied in that size from the originals.

"Biographical Memoirs of William Ged," 1781, 8vo.

"History and Antiquities of Hinckley, in Leicestershire," 1782, 4to.

"Bishop Atterbury's Epistolary Correspondence, with Notes," four volumes, 8vo, 1783-1787; reprinted in 1790, with Memoirs of the Bishop, and a fifth volume of additional correspondence, etc.

"A Collection of Miscellaneous Tracts, by Mr. Bowyer and some of his learned Friends," 1785, 4to.

"History and Antiquities of Lambeth Parish," 1786, 4to.

"The Works, in Verse and Prose, of Leonard Welsted, Esq., with Notes, and Memoirs of the Author," 1787, 8vo.

"Sir Richard Steele's Epistolary Correspondence, with Biographical and Historical Notes," 1788, two volumes, small 8vo. Reprinted, with large additions, in 1809.

"The Progresses and Royal Processions of Queen Elizabeth," three volumes, 4to, 1788-1804.

"The History and Antiquities of Canonbury, with some account of the Parish of Islington," 1788, 4to.

"The Lover and Reader," by Sir Richard Steele, 1789, 8vo. And, in 1790 and 1791, Sir Richard's "Town Talk," and other miscellanies, two volumes, 8vo.

"Miscellaneous Antiquities, in continuation of the Bibliotheca Topographica Britannica," six numbers, 4to, 1792-1798.

"The History and Antiquities of the Town and County of Leicester," begun in 1795, and concluded in 1811; seven volumes, folio.

"Illustrations of the Manners and Expences of Ancient Times in England," 1797, 4to.

"Letters on various subjects, to and from Archbishop Nicolson," two volumes, 8vo.

A new edition of "Fuller's Worthies," with brief Notes, two volumes, 4to, 1811, etc., etc.

Mr. Nichols, in 1766, married Anne, daughter of Mr. William Cradock, of Leicester, who died in 1766, by whom he had two daughters; and again in 1778, Martha, daughter of Mr. William Green, of Hinckley, who died in 1788, and by whom he has one son and four daughters.

* * * *

MAKE the printing houses worthy of eager and intelligent boys, and there will be no dearth of profitable apprentices. The average printing house is not a place which appeals to intelligent boys. The proprietor of such a printing house is responsible for its uncouthness in equipment and personnel. Such a man's wife may keep his home clean, otherwise he might defile it and bring low company into it. There is no affinity between success and dirt and vulgarity.

* * * *

IT is a pleasure to note the prosperity of an increasing number of young gentlemen who have within recent years entered into printing as a profession. It is a pleasure to note that help employed by these young gentlemen are also earnest, studious and gentlemanly. These men will in time cause the occupation of printing to be as highly respected as other professional occupations.

COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to $50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

The Salary Question.

There is one question regarding cost finding that seems to come up so often that it must be puzzling to many of the men running small and medium size printing plants where there are only one or two owners who do some work in the plant and all the office and street work. That is the question of how much salary, and where to charge it in calculating cost.

Unfortunately, too many decide not to charge it at all, mistakenly hoping that they can draw small amounts from time to time and take the balance at the end of the year.

One printer whom we talked with recently brought the question up and when asked how much salary he took out of the business replied: "Oh, I just take what is left, and am glad to get that." After a few minutes' further conversation we casually asked how much money he made out of the business last year. He promptly replied, "$2,500." But a little judicious argument showed that he meant that he had taken that amount as a total of salary and profits. And there are thousands like him.

That man was fooling himself. What he had taken out of the business was the amount that the $2,500 exceeded a fair wage for his services as salesman and manager, which was about $420, as he was certainly entitled to a salary of $40 per week.

The trouble was that he did not draw any certain amount regularly, because he felt that it was all his anyhow and that he could take it whenever he wished to do so.

When it was explained to him that only the items that were entered in the books and carried to the monthly reports of the cost of production were charged to the customer in the average hour cost he saw the point at once and said, "That makes it look as though I had been working for my customers without pay." And that is just what he had been doing.

The first item on the list of cost items on the Monthly Statement of Cost of Production of the Standard Cost System is marked Pay Roll. This item covers every penny paid out for wages and salaries of all kinds in the plant, and is divided to the departments according to the number and value of the employees in each. A certain amount is charged to the Office and General Expense, which includes all the office employees and the salesmen, unless a separate column is kept for the sales department. It is here that the salary of the proprietor should appear, and its amount should be equal to what would have to be paid for a man to do the work that the proprietor does.

When this is done the amount of that salary is properly carried to the cost of keeping the plant going and billed to the customers, who receive the benefit accruing from the fact that he is on the job. When it is not done, the hour cost of the plant will apparently be less and the customer will receive a smaller bill. Naturally that will please the customer, but the result, so far as the printer is concerned, is the same as it would be if he took the amount that he should draw for salary each month and threw it into the river. Stop, that is wrong — it is worse than that, for some of the money thrown in the river might be recovered by persons on the river or in it, while, by the neglect to charge it up, it is lost forever and no one is benefited by the loss.

To many this may seem a small matter, but consider that the average small printery does a business of from $15,000 to $25,000 and that a $1,500 salary is from six to ten per cent on this business, and then you will see that it is a serious leak and one that should be stopped at once.

If you are not keeping your cost system properly in this respect change at once and enter your salary in the proper pay roll column. It is much better to run a business without any profit and draw a just salary than to imagine that your salary is accumulating when it is not.

Keeping Records.

To judge by the inquiries received from printers requiring help, and the frequency with which those inquiries are repeated, it would seem that it is the exception for a printer to keep what is known in other crafts and professions by the various titles of note book, formula book, shop record, and other equally suggestive names.

Of course, there are hundreds of printers who do keep records of the various combinations of ink that they find to work well with certain papers, and the remedies that they have found for certain troubles and defects in papers and inks, the unique way they have been able to save many impressions on certain jobs by a perfectly simple layout (that is, simple after it was worked out), and many other valuable items that come up from time to time that they know will be useful later.

In every pressroom, in every composing room, in every bindery, in every office, there should be a record book in which are entered all the unusual methods of handling a job and all the successful methods of overcoming difficulties of any kind.

To illustrate: The method in use today for mounting electrotypes on patent beds for jobs that have very narrow margins by grooving the edges of the plates so that the hooks are allowed to go under the edges a short distance, was first discovered in a plant that had made a contract for a large run of post cards printed in four colors. They found that by this method they could get thirty-six plates on the sheet instead of thirty-two as had been estimated, and that they could also save a large amount of cutting by getting them so close that a second trim was made unnecessary. In order to groove the plates an ordinary plane and shoot board were fitted with a special bit and the plates finished in the pressroom. A record was kept of the method and of the results, and for two years this saving was made on a number of jobs before the scheme leaked out and electrotypers began to furnish the plates already grooved.

In another plant the pressroom record book showed how each successful special mixture of inks was made, and a sample impression was pasted beside the formula. This house was noted for the beauty of its colorwork and for the difficulty other printers had in trying to copy its work, or rather to imitate it, for very few could duplicate it.

Some years ago a pressman who had been disabled by an accident was able to make a living by selling the formulas that he had compiled during some twenty years of work. He had recorded his successes and experiments.

The great value of knowing just what to do in an emergency is apparent to all printers, and they often say: "I will remember this, and know what to do next time," but unless a record is made, the matter or the method is forgotten when wanted again.

A Wrong Way to Make Estimates.

It seems there is proportionately more time wasted by printers in making estimates than is devoted to similar work in any other business. Any one who has an idea that he may at some time need some printing can go to a printer — any printer — and ask for prices upon the most uncertain specifications, or upon no data at all, and the printer will waste hours trying to figure out the lowest price for which he would accept the hypothetical order. And the waste does not stop here, for the same thing will be offered to a dozen printers and they will all take time to figure.

This waste, it seems, is almost impossible to cut out, but there is one habit that many printers have in connection with estimating that is the cause of loss and trouble that can be remedied by the exercise of a little common sense.

Many printers, in making an estimate, first make their guess as to the minimum time for composition on the job; then they send the copy to the foreman, who consults his best compositors and they come to a decision as to the time in which they could do the work. This is submitted to the office, and if it is lower than the office estimate it is used to base the price upon.

Then, after weeks of waiting, when conditions have changed, and there is no longer a great vacuity in the composing room, the job comes in. It is sent to the composing room, but the men who guessed at the time they could do it in, being the best men, are busy on other hurried work and the job is given to average workmen, or, in case of big rush and extra hands, to some who can never hope to be average, with the result that the time put in on that composition wipes out all the profit on the whole job.

A difference of fifteen to twenty-five per cent between the estimated and the actual time is often the case. Sometimes this is the result of the slowness of the workers, and again it is caused by the fact that the men who made the original estimate had an idea of how they would have set the type and could have made good, while the others had no ideas and did as they were told. In some cases they were told wrong, the original idea having faded from memory, no notes being made.

This wrong way of estimating has caused many losses to printers all over the country. It is, we are sorry to say, a general habit among those estimators who are not practical printers and who have never studied up a system of classification of composition as a guide to their figuring.

If you are not certain about the time that it will take to set a job, remember that the average jobwork and advertising will be set by average compositors at the rate of eight and one-half square inches per hour, the measurement being taken over the entire "printed" surface of the job, and that it is possible to classify all job and catalogue composition by selecting a sufficient number of samples of different jobs and arranging those that are of the same kind together and taking an average of the time for each class. This system was originated by Daniel Baker and published in 1911 in the "Master Printer Simplified Estimate System." It has been successfully used by numerous printers all over the country.

The idea is based upon the inexorable law of averages and thus provides for the lost time of the slow man by averaging him against the extra swift work of the "best" man. Such a system is only exact in part of the cases in which it is used, but it is also exact in the total, so that it is perfectly safe. On the other hand, the guess of the foreman and his expert is always low and there is no chance to offset it against the swift production, because the latter goes down on the time ticket at its net value.

In these times of scarcity of labor, when every man who can handle a stick is given a job, it is well to consider that the law of averages is the only safe basis of figuring when you must give a price in advance; but it is also wise to remember that the best and fairest plan for all concerned is the billing at the completion of the work on the "cost plus" basis.

What Is a Dollar?

Ever look at a dollar bill and consider just what it is and what it represents in business life? Your first impulse will be to say, "Why, a dollar, of course."

But what is a dollar? A hundred cents. Yes. An arbitrary unit of value represented by certain notes or coins, supposed to be based upon the intrinsic value of a certain weight of gold. But is it?

A dollar bill is a token, a note, a promise to pay a certain equivalent in some other medium of exchange or a certain amount of gold or silver. A gold or silver dollar is neither more nor less than a token, the same as the dollar bill, for it calls for a definite weight of metal which may or may not be of the same value when you desire to exchange it.

The only reason for the stability of value of what we call dollars — money — is the credit and stability of the government behind it and that government's known reputation for meeting its obligations.

The dollar (paper or metal) is then only a convenient medium of exchange; a go-between in the exchange of commodities to do away with the trouble of barter and exchange of the actual goods. It is a convenience, not a necessity. A name. A unit of calculation in the United States and Canada.

Its value fluctuates according to the amount of the precious metals in sight, and therefore it can hardly be used to fix the true value or price of anything.

The true value for comparison is the amount of labor required to produce the things compared and the amount of brains required to guide that labor in their construction. From the point of view of the workman, the true value of a thing is the amount of labor that he must give for enough dollars to buy that thing.

On this basis the so called high cost of living is not so high after all for the man who is getting higher wages or making sales at higher prices. Nor is he any better off for his higher wages. He receives twice as much as before and pays twice as much. Nothing is gained.

But high prices because of inflated conditions are really a detriment, because the actual number of tokens, called dollars, handled is greater and the worker still thinks in the dollar unit to which he has been accustomed and he spends extravagantly because he seems to have more.

It is really a sort of dream or nightmare from which there must come a disagreeable awakening unless we adjust our ideas to real values.

OH, THAT'S DIFFERENT.

Customer: "I must have this first thing in the morning."

Printer: "Certainly, if you are willing to pay extra for the overtime."

Customer: "Oh, never mind. Next week will be all right."

PHOTOENGRAVERS MEET AT CLEVELAND.

BY S. H. HORGAN.

THE twenty-fourth annual convention of the American Photoengravers' Association, held in Cleveland, June 17, 18 and 19, was the most successful, instructive and enjoyable ever held by this progressive organization. One of the pleasant features was the presentation to George H. Benedict, of Chicago, of a Peerless sedan car and a handsome check in recognition of the years of study he has given to determining the cost of photoengraving and the proper method of charging for the work. There were 486 persons at the convention, 293 being delegates representing 227 firms. Eighty cities were represented, the wide territory covered being shown by the following: Frank E. Andrews, of Portland, Oregon; Mrs. Virginia Thomson, and William J. Brandenberg, of Los Angeles, California; Clyde Glenn, Tampa, Florida; W. T. Northgrave, Toronto, Canada; T. J. Baker, Houston, Texas; Norman A. Roberts, London, Canada; W. J. Ashton, and E. G. Fritz, Dallas, Texas.

The reports of the officers for the year were contained in a printed book of 54 pages, giving one an idea of how well the business of this organization was managed by Commissioner Louis Flader and of the great amount of time the officers have given to their duties.

The officers elected for the coming year are: Adolph Schuetz, New York, president; Charles A. Stinson, Philadelphia, first vice-president; Henry Petran, Milwaukee, second vice-president; J. C. Bragdon, Pittsburgh, secretary-treasurer. Executive Committee: E. C. Miller, Chicago, chairman; Fred W. Gage, Battle Creek, Michigan; Victor W. Hurst, Rochester, New York; F. E. Andrews, Portland, Oregon; Oscar F. Kwett, Canton, Ohio.

One of the most important questions before the convention was the standardization of the colored inks used in three and four color process printing. William J. Wilkinson, of New York, as chairman of the committee on the subject, made his report in a printed pamphlet in which he showed the colored inks he would recommend, at least for trial. The Committee on Resolutions said of this report: "Whereas, there exists an urgent need for the adoption of standardized colors for process engravers and printers, and whereas the only constructive suggestions along this line have been ably presented by our member W. J. Wilkinson, be it resolved that we approve the findings of his report and recommend the use of the colors therein given."

An idea of the important subjects discussed at this convention may be gained from the titles of the papers read and the competent men to whom the subjects were assigned. "Cost Finding Activities in Canada" was the subject of a talk by W. J. Cannon, secretary of the Manufacturing Photoengravers of Canada. The Cost Committee's report was of course presented by George H. Benedict, and was embellished by elaborate charts and tables of figures. "Occupancy and Use Insurance" was discussed by T. R. Covey; "The Future of Photoengraving," by S. H. Horgan, of the editorial staff of THE INLAND PRINTER.

One morning was given over entirely to descriptions of new process equipment, methods and devices. "Electrical Etch-



George H. Benedict Honored by the Photoengravers.

Mr. and Mrs. Benedict standing in front of the Peerless sedan, presented to Mr. Benedict during the convention at Cleveland. Fred W. Gage, who made the presentation, is standing just to the right at the front of the car.

ing" was told about by Raymond M. Weeks, of Philadelphia; "The Prevention of Leaks," by W. W. Smith; "Scientific Negative Making," by Ralph Grenell, "The Automatic Powdering Machine," by W. J. Logan, Cleveland; "How to Etch Halftones of Quality," R. R. Page; "The Proper Cooling of Plates," A. J. Powers, and "Practical Instruction for Etching," by Axel Holmstrom, of Stockholm, Sweden.

"The Labor Problem," as it was termed on the program, took up a good deal of time of the convention. F. W. Gage discussed "The Position and Policy of the American Photoengravers' Association on the Subject of Labor"; Henry Schmall, secretary and treasurer of the International Photoengravers' Union, in the absence of Matthew Woll, gave labor's side of the question in a frank way which was well received by the convention. Charles A. Stinson, of Philadelphia, talked on "Increased Production"; C. A. Nelson, Utica, and W. W. Dibble, Syracuse, told how to "Stabilize the Labor Supply"; L. B. Folsom, "The Open Shop Method of Training Apprentices"; A. J. Newton, "Trade Schools," and Louis Flader, "The Apprentice Question."

"More and Broader Coöperation" was the subject of a paper by Louis E. Holland, Kansas City, in which he announced "God made man and also the photoengraver." "Our Policy

Toward the Introduction of Inventions, Labor Saving Devices and Progressive Developments" was handled by R. B. Olsen, New York, and J. J. McGrath, Chicago. "Our Relations with Equipment and Supply Dealers" was told by Victor W. Hurst, Rochester. "The Results Obtained by the Operation of Profit Sharing Systems" was discussed ably by N. T. Mears, St. Paul, Peter Shotanus, Detroit, and Robert Rawsthorne, Pittsburgh.

"Loyalty to the Organization," by Henry Petran, Milwaukee, was one of the great hits of the convention, for Petran is called the "Modern Bill Nye." The question of the necessity of night forces was the subject of much discussion in which Henry Mawicke, Chicago, and D. L. Smith, Cleveland, led. It resulted in the convention, by resolution, disapproving of night work.

"Rush Work," by Roger Cunningham, Kansas City, was ably defined. "Proper Remuneration for Overtime Work" was the topic of a paper by Charles E. Sherman, New York. "Should Employees Be Admitted to the Management of Business and to What Extent" was the subject most ably handled by J. C. Colgan, New York, which he concluded by quoting a famous statesman "I am neither for it, nor agin it." "The Necessity and Benefit of Local and Sectional Organizations," by F. E. Rudenauer, Cleveland, was the last paper read at the convention.

There was a splendid program of entertainment provided for the ladies who accompanied their husbands to the convention, a great banquet and a ball after it, so that all enjoyed themselves and pronounced this Cleveland convention "The Best Ever."

SOME HIGH SPOTS OF THE ADVERTISING CONVENTION.

BY HARRY HILLMAN.

JUNE 6 to 10 were busy days at Indianapolis, Indiana. While entertainment was by no means lacking, plenty of it being furnished in connection with the city's centennial celebration, nevertheless nearly every session saw the large convention hall crowded almost to its capacity. The sixteenth annual convention of the Associated Advertising Clubs of the World has passed into history, but its record will stand out prominently as the most constructive effort in the organization's strenuous campaign for "Truth in Advertising" and for more effective use of advertising. The sessions were not mere "talk fests," they were filled to overflowing with practical, common sense discussions and demonstrations, carrying out the aim to make it a one hundred per cent business convention, the keynote being "Advertising — How and Now."

Following out the plan of recent years, the convention was opened in a fitting manner with a great inspirational meeting on Sunday afternoon. In the evening, prominent advertising men filled the pulpits of various churches in the city. On Monday morning, promptly at the scheduled time, 9:30, following a special opening ceremony by "the first advertising man" (the old time town crier), President Donnelley sounded the gavel and started the mental feast of good things prepared for the delegates and visitors.

"Advertising as an Economic Force" was the subject of the first address, and this was handled in an exceptionally able manner by Joseph French Johnson, D. C. S., dean of the New York University School of Commerce, Accounts and Finance, and president of the Alexander Hamilton Institute. "As an economic force," said Dr. Johnson, "advertising gives birth to new wants, and so creates an economic demand for more goods, thus tending to increase the demand for this labor. . . . No matter how wonderful your invention, or how fine the quality of your goods, people will not buy unless they know what you have. Therefore, you simply must advertise.

"It is entirely wrong to look upon the expense of advertising as one of the costs which add to the price. The truth is quite the contrary. Without advertising, large scale production is absolutely impossible, and large scale production is the sine qua non of low prices. Some one has estimated that the business men of the United States in normal times before the great war were spending fully one billion dollars a year in advertising. A mushroom economist would immediately jump to the conclusion that the poor ultimate consumer footed this enormous bill. If we could get all the facts, however, I have no doubt we could prove that this billion dollar expenditure for advertising reduced prices to such an extent that at the end of the year the American people were more than a billion dollars better off than they would have been had some fake economic czar begun the new year with an edict against advertising."

L. D. H. Weld, manager of the commercial research department of Swift & Co., speaking on "The Economies and Economics of Product and Market Analysis," emphasized the importance of thorough analysis of the product and the market in the planning of sales campaigns. He called attention to the change that has come about in the methods followed by the leading advertising agencies, and said "this change is the result of a better understanding of the functions of advertising, and of a better realization that advertising can be and must be carried out along scientific lines, just the same as any other part of our industrial and commercial system. There are still too many people, including economists, who ought to know better, who believe that advertising is more or less an unnecessary and expensive luxury, and that something ought to be done to curtail expenditures along this line. This thought carries with it the belief that advertising increases the prices of commodities, that it is an expense that consumers must pay for if they buy advertised goods. This same line of thought has led to the suggestion that there ought to be a tax placed on advertising expenditure. Such a suggestion entirely overlooks the fundamental purpose and achievement of advertising. It would be just as logical to place a tax on the salaries of salesmen, or on the cost of a labor and money saving device for addressing letters, or on the purchase price of a new and improved machine in the factory. It would amount to the taxing of the most efficient and most economical method of accomplishing the purpose at hand."

"Putting Longer Legs on the Advertising Dollar" was the subject handled in an effective manner by A. H. Deute, of the Borden's Condensed Milk Company, New York. "We can not counsel smaller advertising appropriations," said Mr. Deute. "We can not consider reduced expenditures for advertising, but we must see to it that more is done with the appropriation, that the advertising dollar is made more effective. . . . The first step is obvious. We must be more careful what we do with our printed matter, more careful what we say, more careful in setting forth an appeal which will sell goods. We must look more carefully for waste and get rid of it."

To give even a brief summary of the many valuable and instructive talks would require far more space than is available here. The entire range of advertising was covered, every phase being represented in some form or other, either at the general sessions or at the sessions of the various departmentals. Department meetings were held by the Agricultural Publishers' Association; American Association of Advertising Agencies; Associated Business Papers; Association of North American Directory Publishers; Church Advertising, Community Advertising, and the Daily Newspaper departments; Direct Mail Advertising Association; Financial Advertisers' Association; Graphic Arts Association; National Association of Advertising Specialty Manufacturers; Outdoor Advertising

Association; Periodical Publishers; Poster Advertisers' Association, and the Screen Advertisers' Association.

The Graphic Arts Association represents the printing and allied trades in the Associated Advertising Clubs, and it is to be regretted that printers have not taken greater interest in this departmental. The meetings this year were devoted to a general discussion of ways and means to increase the interest and build up a more effective organization. It was strongly emphasized that printing represented the largest part of all advertising, and that printers had a far greater investment at stake in machinery and equipment, therefore the printing trades should have a far stronger representation in the Associated Advertising Clubs through the Graphic Arts Association. As a result of the discussion a committee was appointed for the purpose of formulating a plan for building up the association. The committee contemplates a survey of the printing industry as it relates to the production of advertising printing, to the end that the Graphic Arts Association may become a body for the interchange of experiences and ideas.

What proved to be one of the most valuable features of the convention was the interdepartment session. Each department was requested to select the best and most representative address delivered at its sessions, and these addresses made up the program of the interdepartment session.

Fred W. Gage, of Battle Creek, Michigan, was selected as the representative of the Graphic Arts Association at the interdepartment session, and to Mr. Gage is due great credit for the able manner in which he presented the printer's side. In referring to printed matter of quality, he strongly emphasized its importance as "the bridge that carries advertising across." He laid great stress on the importance of choosing a printer for ability to give intelligent service, and presented a strong plea for the elimination of the waste of time and money that is caused by shopping around, getting a number of printers to give figures on the same job merely to get the lowest price. "It is just as foolish for a man to choose a printer on a price basis as it is to expect good clothes from a tailor on the same ground," said Mr. Gage. Continuing, "Use good printed matter and put it forth in a more limited and a better selected way. It hurts me to the quick to see good printed matter scattered about and treated as though it is of no moment. Concentrate on quality rather than quantity, and be sure that your printed matter goes where it will be appreciated."

The award of trophies created great interest. Cleveland carried off the coveted "Baltimore Truth Trophy," given for the most definite and practical work in promoting truth in advertising. The trophy offered by the Women's Advertising Club of Los Angeles for the best work done in coöperating with the Government during and after the war was awarded to the Chicago Women's Advertising Club. The Dallas Women's Advertising Club received the trophy awarded to the club having present at the convention the greatest number of women who had traveled the longest distance. Des Moines took home the D'Arcy, or "Big Brother," trophy for the best work in organizing and promoting a higher standard of efficiency among clubs.

Among the resolutions adopted was one discouraging the use of free advertising in newspapers and periodicals, reading, "Resolved, That publishers of newspapers and other periodicals be encouraged to confine advertising to the advertising columns." Another resolution protested against the Thompson bill, now pending in Congress, which proposes a tax on advertising. Objection to the bill is based on the fact that "Advertising is a part of salesmanship, and such a tax would in effect be a tax upon selling, and would operate to reduce production at a time when the Government is doing everything in its power to encourage production."

Charles A. Otis, president of Otis & Co., of Cleveland, Ohio, was unanimously elected president.

STANDARDIZING PAPER SAMPLE BOOKS.

A standardized size for paper manufacturers' sample books so that they may be most handily filed for instant and continuous reference, is a strong need of this coöperative era in the production of printed matter. A sample book of a paper manufacturer takes so much time and care in its preparation that it should be given permanent and specific value. Its "general publicity" qualities of first sight attractiveness and association of the firm name with good paper are important, but have their limitations. Samples, to be of full use and value, must be on hand when the particular jobs they are suitable for are on the tapis.

The sample book that is constructed with the object of being an especially convenient, an "ever present" aid to the busy printer instead of being in his way after he has given it a hurried inspection, is a "standing advertisement" of the highest and most valued type. It is continuously useful, and so exercises a constant selling force when the need to buy is uppermost. It will be kept on hand to meet coming requirements — to give ideas that will suit a customer's needs at the very time these needs are in evidence.

The page size, 8½ by 11 inches — a popular catalogue, magazine, folder and circular size, and that most used for letterheads, letterhead folders, etc. — affords an excellent chance for showing just how a job will look, and is particularly convenient to demonstrate the "feel," the thickness, and the strength of the different papers. A book of this size can be most readily filed. It fits files such as the printer and other consumers of paper use. If desired, it can be filed with correspondence.

The same advantages are assured by the use of the corresponding size of the hypotenuse-oblong standard recommended by the National Association of Purchasing Agents and other associations. This size is 7½ by 10⅝ inches.

Standardization will ensure the long life for the paper sample book to which its worth entitles it. At present the life of a copy is often likely to be short if the printer is not in immediate need of what may have made an excellent and even inspirational first impression. Though he knows he will have need of just such ideas and papers as they contain, they do not fit his files. So he often trusts to memory or to brief filable memoranda. Or he expects to receive other books by the time he will need them, and sometimes reasons that he can get another copy of the particular book should he require it, but finds himself without one when the "rush" job arrives.

Standardization of paper sample books will save much time, money and energy for the printer and his customers. Even a large printing house, with its special help and facilities for filing matter of various shapes and sizes — a house that aims to let nothing get away from it that will be of service to any customer — feels that its facilities for frequent and immediate consultation of these books would be greatly increased by means of a standardized form. What a boon, then, to the average printer in cramped quarters, and with a small office force, would be such standardization.

When a printer has standardized books of the standard forms most used, of such a size that he can file them easily and refer to them instantly, he will soon refer to them *constantly*. He will thus be able to obtain for a customer in the shortest possible time the paper that best fits the job.

This will benefit the customer, whose best interests are the prime consideration of both the printer and the paper manufacturer. It will benefit the printer, the importance of whose suggestions, ideas, plans and advice is being emphatically shown to the user of printing by the paper trade. And it will benefit the paper manufacturer, whose beneficent influence on modern business should be as strongly appreciated by business men in general as it is by the printer who seeks to make the best possible use of his product.— *From "Character," house-organ of Griffith-Stillings Press, Boston.*

MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Matrices Show Damaged Walls.

A New Zealand machinist-operator encloses a matrix which shows that it has had hard service. The following letter accompanied the matrix: "Being a regular reader of the Machine Composition department of THE INLAND PRINTER, I don't think you will refuse to answer one or two questions in regard to the linotype, which I can assure you will be much appreciated. Not long ago I took over the care of a Model 15 machine and since then have found the following defects: (1) The inside bottom lugs of the matrices wear, and I can not account for it as everything seems in working order. I am enclosing a matrix so that you will be able to see it for yourself. What is the cause? Only occurs on lower case. (2) The black letter on the matrix when casting black lines always leaves hair lines, while the roman is all right. What is the cause? I notice the walls are gone in a lot of them, but not in all. (3) The spacebands are always picking up metal on the sleeve. I have always cleaned them twice daily since I have been on the machine, but still they collect the metal. What is the cause?"

Answer.— We would be unable to give the real cause for the damaged walls on your matrices without knowing more fully how you clean your matrices and spacebands. The metal adhering to sleeve of spaceband is a symptom only. It may be due to any of the following causes: (a) Loose lines may have cast for a short or a long period. (b) Matrices may have been cleaned in petrol or wood alcohol — that is, they may have been immersed in either liquid. (c) Metal heated to an abnormal temperature may have been used for a short or a long period in casting slugs.

As a preventive we suggest the following: (1) See that the pump stop is adjusted so that when a full or proper line is justified the block on pump lever just clears the pump stop lever. This will insure the casting of only properly justified lines. (2) When you clean matrices place them on edge in a galley, and clean the ears and lugs with an ink eraser (gum). This rubbing of the parts will polish the ears without abrading the surface. After the matrices are made bright, take a magazine brush, and with powdered graphite rub the exposed edges. Repeat operations on opposite side. When this is done, all of the fine particles of the gum eraser should be rubbed out of the interstices between the matrices, and a coating of graphite should be deposited thereon. Clean magazine with the dry brush, and afterwards use powdered graphite to polish. The cleaning of the spacebands may also have a bearing on the cause of damaged walls. We recommend that the spacebands be rubbed on a smooth board with the grain of wood parallel with the length of spacebands. Sprinkle powdered graphite on the board and lay the spaceband thereon. Rub the spaceband hard and in the direction of the grain. Do not in any case rub the sleeve or wedge part of the spaceband in a circle or across the grain of the wood. Clean on both sides. Do not scrape metal from the spaceband with anything harder than brass rule. (3) Aim to keep the temperature of the metal at or below 550° F. Higher temperature is destructive to the walls of matrices if continued. The use of Not-a-bur on the spacebands will help correct hair lines. The appearance of the lugs and ears of the matrix, especially the front ones, suggests that the matrices in falling had impact with something that caused the damage. We suggest that you examine the inside surface of the glass and observe if any signs of unusual roughness appear. Note from top to bottom in path of lower case. We do not believe the bruises occur as the matrices enter the magazine.

There is another matter that occasionally requires attention which also is the cause of damaged walls and the adhering of metal to sleeve of spacebands. This is a trouble due to weak justification. The spacebands are not driven up tight enough. You might make a test of setting up a line, using, for example, six spacebands. Allow the line to justify, and then stop the machine. Measure the height the spacebands rise. Allow line to cast, and retain line in the elevator jaws. Increase the stress of the large springs in the rear by turning down on the nut on each rod. Turn the nut down at least two complete revolutions and allow the line to again justify, then measure the height the spacebands rise. There should be a slight increase in drive as a result of increased stress on springs. In order that the stress of the springs be effective you should each day polish with graphite on the magazine brush the jaws of the first elevator where the matrices and spacebands slide, also the grooves of the mold keeper where the lower lugs of the matrices slide during justification. The top of the justification block should also receive a rubbing with the magazine brush, which should also have a liberal amount of graphite on its bristles. This graphiting of the aforesaid parts is very effective in reducing friction and enables a line to be more tightly justified.

Relative Measure of German and Roman Faces.

The following letter has been received: "In a foreign language newspaper office where German and roman type are in use, there are 35 alphabetical letters in the line (13 pica ems) of ten point German, and 34 letters of eight point roman type. The lines are measured in ems of the type and measure used; namely, ten point German as 15.6 ems, and eight point roman as 19.5 ems per line. Inasmuch as the linotype operator finds it just as easy, if not easier, to set a certain number of lines in eight point roman as in ten point German in a fixed time, it seems unfair that the same number of lines set in ten point German do not measure as much as the lines set in eight point roman type. For instance, while 200 lines eight point measure 3,900 ems, the same number of lines set in ten point do not measure more than 3,100 ems. According to the alphabetical system, the same number of lines set in ten point German would measure 7,000 letters, while the same number of lines set in eight point roman type would measure but 6,800 letters. Should not all measures less than twenty ems of the type used be measured as twenty ems and 200 lines be measured as 4,000 ems? In case the prevailing measuring in the office

mentioned is considered correct, how should measures ranging from 4 to 13 pica ems be measured?"

Answer.— We should like to have some of our readers who have had experience with foreign language composition give their views on the above subject. Names of individuals will not be used if correspondents desire them withheld.

Books and Tools Required for a Linotype Operator.

A Massachusetts printer writes: "Please send me a list of tools you have that a machinist on a linotype will have occasion to use. Have you one to test matrices after they have been bent out of shape by a tight line? What is the price of that little instrument for cleaning the ears of matrices, with the two files in a small frame? Also have you other text books besides Thompson's?"

Answer.— We do not carry tools of any kind; they may be secured from the manufacturers of your machine. The matrix ear file you refer to is also sold by them. The best books for a linotype operator are "Correct Keyboard Fingering" and "The Mechanism of the Linotype." We can supply you with these books. There is no text book on mechanism other than the one we have mentioned. Matrices damaged by tight lines should be discarded, as they can not be repaired and be equal to new matrices. Your aim should be to prevent damaged matrices. Remember this point: tight lines are always the operator's fault; so do not send away tight lines. Observe carefully that the star wheel turns freely before a line is sent away, and be certain that the assembler finger is set correctly.

A LOSS TO GOOD PRINTING.

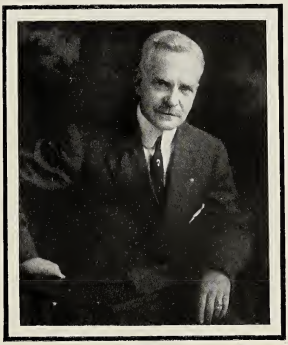
BLESSED is the man who, having found his work in life, puts into it all the force and energy of body and mind that is in him, for he shall accomplish much and find real joy, and his work shall live after him. Such a man was Joseph Hays, who died on May 18, 1920, as the result of a severe attack of pleuro-pneumonia, following the grippe, after an illness which confined him to his home for ten days. At the time of his passing Mr. Hays was manager of the typographic and advertising departments of the Lanston Monotype Machine Company, Philadelphia, and to him is due much of the beauty of the recent monotype faces.

Born in Lancaster county, Pennsylvania, in 1866, he went to Philadelphia with his parents while yet a boy, and being fascinated with the printers' craft he served an apprenticeship in the composing room of the George H. Buchanan Company, then, as now, noted for the style and quality of its productions. On reaching his majority he worked for several years as a journeyman in some of the better grade offices, tried a short period as a printing salesman, and kept on improving his knowledge of printing. He also was for several years foreman of the composing room of the Curtis Publishing Company, Philadelphia, doing yeoman service in helping to crystallize the excellent style of the Curtis publications.

He then went to New York and filled executive positions in some of the big plants. Here he learned of the Printers' Board of Trade movements, and, becoming interested, accepted in 1902 the position of assistant secretary of the Philadelphia Board, then known as the Franklin Club.

In 1903 he was selected as secretary-manager of the Printers' Board of Trade of Boston, and here his unusual sense of right and justice and his keen insight into human nature made him so successful in organization work and the settlement of trade disputes that in 1904 he was called to Philadelphia as secretary of the Typothetæ of that city. He held that responsible position until October, 1907, when he resigned to become assistant sales manager of the Lanston Monotype Machine Company, remaining with that company until death called him.

While secretary of the Philadelphia Typothetæ he, with one or two other progressives, evolved the basic principles upon which the Standard Cost System is built, which were endorsed by the first cost congress in 1909, and which he also elaborated into a most complete system of his own. He was the leading spirit in the collection of the data and in figuring out the scales upon which the price list of printing was made in 1905. This task was so great that it has not been repeated.



Joseph Hays.

After some general sales work for the Monotype Company, including a year spent in Canada and three years as western manager in Chicago, he was made the head of the typographic department, where he was in his element. Gifted with an unusual appreciation of form and color in type faces and having made a careful study of the old masters of typography, he was able to bring to his work a mind eminently fitted to carry forward this most important part of typemaking in a manner that brought credit to himself and his company.

Earnest, sincere, and, above all, absolutely honest and just in all his dealings with his fellow men, Mr. Hays made a host of friends in the trade and was affectionately known all over the country as "Our Joe." He made friends because he was one, and he never considered it too much trouble to help a friend in need, even at the cost of personal discomfort.

"A printer by trade and a typographer by profession," as he used to call himself, and an earnest worker for the advancement of his chosen craft, he will be missed for a long time and his place will be most difficult to fill.

Mr. Hays left a family of a wife and three children, a son and two daughters. The elder daughter is Mrs. Edward Peterson, of Boston; the younger, Miss May Hays, is still at home; and the son, Ralph, is following his father's footsteps as a printer.

Although a family man of domestic habits, Mr. Hays took an active interest in business and fraternal organizations and was a member of the Rotary Club, the Poor Richard Club, the Manufacturers' Club of Philadelphia, and the Chamber of Commerce of Philadelphia. He was a thirty-second degree Mason, a member of Philadelphia Lodge No. 72, A. F. & A. M.; a Knight Templar of Mary Commandery, and a noble of Lulu Temple, Mystic Shrine.

BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"The New Industrial Unrest: Reasons and Remedies."

Ray Stannard Baker, well known as a political writer, has given a presentation of the problems of the present industrial crisis in his latest book, "The New Industrial Unrest: Reasons and Remedies." He discusses the recent developments and offers constructive ideas for the adjustment of the differences between capital and labor. A keen observer in the more recent industrial trouble, he presents the views of the third party to every situation — the public.

Mr. Baker was head of the United States Press Bureau at the peace conference at Paris. He tells in this book the intimate story of what happened during that most extraordinary period. The book will enlighten its readers regarding the secret meetings and arrangements during the months when President Wilson was a prominent figure in Europe.

"The New Industrial Unrest: Reasons and Remedies," by Ray Stannard Baker. Published by Doubleday, Page & Co., Garden City, New York. Price, $2.

"The Master Printers' Annual and Typographical Year Book, 1920."

Printers of Great Britain can feel fortunate that they have a comprehensive directory such as has recently been published by the London firm of Spottiswoode, Ballantyne & Co., Limited. The first issue contains a calendar of notable English dates for the year 1920, a review of the year 1919, reports of various organizations of printers, numerous directories, a digest of legal matters of particular interest to the printer, miscellaneous information, and a section entitled, "Who's Who in the Printing Trade." Part 2 contains a trade directory and tables for printers. The typographical appearance of the book is excellent, being fully in keeping with a work of this character.

"The Master Printers' Annual and Typographical Year Book, 1920," edited by R. A. Austen-Leigh and Gerard T. Meynell. Published by Spottiswoode, Ballantyne & Co., Limited, 1 New street Square, London, E. C. 4, England.

"New Geography — Book Two."

Ginn and Company have made another valuable contribution to the list of after the war school books in their work entitled "New Geography — Book Two." Other geographies have been revised, but this is said to be the first geography which, from cover to cover, has been written to embody the best in the notable recent advances in the theory and practice of teaching. The publishers state that the book is the first regional geography written for American schools. The regional treatment, as is explained in an announcement of the book, divides the earth's surface into "natural regions," a given region showing little variation in the geographic conditions that help to determine life. Particular emphasis is given to the study of the United States as a world power. This should prove a valuable feature now that special efforts are being made to instil the principles of Americanism in the minds of the pupils in the public schools.

"New Geography — Book Two," by Wallace W. Atwood. Published by Ginn and Company, 15 Ashburton Place, Boston, Massachusetts.

"Americanism Versus Bolshevism."

The author of "Americanism versus Bolshevism," Ole Hanson, former mayor of Seattle, states that the purpose in writing the book is to place "before the people of my country the truth in relation to bolshevism and its American manifestation, I. W. W.ism; as well as stating in plain language just what the concept of Americanism means to me." Himself one of the common people, he knows how to reach the great middle class. His style is earnest, even warning at times, and there is a vein of sincerity running throughout the book which grips the reader. In his indictment of the bolshevists he has not resorted to hearsay for his argument, but quotes from their own records, uses freely of extracts from the columns of their own magazines, and from their text books, repeats verbatim the statements of their leaders, and employs material from other authoritative sources.

After a discussion of the many angles of bolshevism, both in this country and in Europe, the author devotes himself to some of the cures for bolshevism. In his program he dwells on Americanism and Americanization, selective immigration, education and educators, private rights, social legislation, deportation of aliens, punishment of citizens, and universal service.

"Americanism versus Bolshevism," by Ole Hanson. Published by Doubleday, Page & Co., Garden City, New York. Price, $1.75.

"Modern Commercial Lettering."

The art student or commercial artist who has planned to make a scrap book of examples of hand lettering, but has never done so, will find much of value in the booklet "Modern Commercial Lettering." Aside from this, it possesses little merit. As the compiler states in his foreword, it is not intended as an instruction book for the beginner, nor does it go into the fundamental principles of lettering. Only working examples are shown; there are no complete alphabets. The experienced artist will doubtless be able to improvise the missing letters necessary for the problem he may be working on.

There are over a hundred examples shown. Many of these are simply variations of the same style, so there are comparatively few distinctive specimens in the booklet. Several typefounders' reproductions are incorrectly shown as examples of lettering, and some of the lettering specimens must be classed as "horrible examples."

"Modern Commercial Lettering," by A. Carolus Becker. Published by Aladdin Publishing Company, 309 Broadway, New York city. Price, flexible cover, $1; stiff cover, $1.50.

JOHN SMITH'S BOOKKEEPING.*

NO. 7.— BY R. T. PORTE.

Synopsis of preceding stories.— Jefferson Bell, at a critical financial moment, sells a half interest in the *Bladon Banner* to John Smith, who has worked for him several years as a printer. Smith assumes the business management with his other work, rearranges the plant, and hires Mamie to keep the books and do other work. The cashier of the bank through friendship with Smith advises as to some of his accounting problems. Bell gradually becomes interested in the new methods, although at times they disturb him and his habits.

Merchandise.

IF you remember, the division between the "back room" and the front office of the *Bladon Banner*, as shown in the diagram of the new arrangement of the plant John Smith made when he had the opportunity, consisted of shelves on which the paper carried in stock could be piled. Doors had been placed in front of the shelves to protect the paper, and as we know that John Smith was an orderly soul, it can be taken for granted that the paper was neatly piled and arranged, with the ruled goods in one end and the reams of flat stock and bonds at the other, and cardboards, cut cards and other items in between. Even the inevitable "scraps" were arranged in piles and in some instances in bundles with string around them, and the size and quantity plainly marked. In the shop of the *Bladon Banner* the method of keeping and handling paper was an exception to the general practice. Such a method is seldom employed today.

It is a poor storekeeper, indeed, who does not keep his stock of merchandise or wares in some orderly arrangement and pay some attention to its care. He knows full well that he must sell this merchandise at something over what it costs him, and to do so it must be kept in reasonable selling condition. If dirty, soiled, torn or damaged, he will be mighty lucky to get enough to cover the bare cost of the article to him. He is merchandising and selling merchandise the people want and in the shape they want it.

The printer, on the other hand, learns that he must distribute type in the proper boxes, secure the proper impression on his press, and a thousand other things that must be properly executed. He learns his "trade" as far as the mechanical part is concerned, but neglects to take into consideration that possibly he is also somewhat of a merchant as well.

He is too intent upon the niceties of the mere printing of the paper and the delivery of the "job" and forgets that the paper he uses is the "merchandise" end of his business.

Not only does that pertain to the actual care of the paper, but also in the matter of figuring selling prices.

At the time of this story, not much had appeared in trade papers, nor had many speakers orated about profits. It was something almost unheard of in the printing and publishing business. To illustrate the actual conditions then — and perhaps to a considerable extent at this time — a printer, upon being told something about profits and costs, was very much impressed.

"Do you know," this printer said, "I have always thought that if the paper in a job cost me $1.25 and I sold the job for $4, I was $2.75 ahead?"

That it cost anything to handle stock, that a profit on it should be made, as well as a charge for the actual work, was something quite unthought of — and is even now with many printers. In thousands of cases printers have delivered jobs with hours of labor on the work, in addition to the paper, and have charged for the total just about what the average merchant would have charged for the paper, on the basis of what it had cost him, without a minute's work. In many lines the selling price of merchandise is just double that of its actual cost!

This matter of paper being merchandise, and not just something to kick around the office until printed, had been the subject of many talks between John Smith and the cashier, The cashier would give lengthy arguments about the matter. and figure that of course the paper should be handled as merchandise the same as in other lines.

As a result of all these talks, when it came to devising the bookkeeping system Smith intended to use, he decided to have some method of keeping track of the amount of merchandise that was bought and the amount used.

In thinking the matter over, and also talking it over with the cashier one evening, it was decided that the "merchandise" in the printing office consisted not only of the paper stock, but the ink and plates used in the paper from time to time. They were what the cashier called "quick assets," because they represented cash, or things that could possibly be turned into cash.

Smith argued for some time about the matter of ink, but finally conceded that various amounts of inks were used on various jobs, and that the ink should be used as an item of merchandise.

Having settled the matter of obtaining credit from the wholesale paper house, and a stock of paper installed, Mamie was duly instructed how to use the "Merchandise" account portion of the cash-journal book.

Immediately after the "Accts. Payable" columns, there was a "Merchandise" column with debits and credits like the rest of the columns in the book.

The entries for the various jobs of printing were carefully gone over, but first the result of the inventory of the paper stock was written in the "debit" column of the "Merchandise" account.

"This item," the cashier explained to Mamie, "shows that the 'Merchandise' account owes the firm $64.65 in either paper stock, ink or plates.

"On line 13 we have charged the Peoples Department Store with 5,000 statements amounting to $10.50. Of this amount John tells me the stock and ink are worth $3. As this amount of our inventoried stock has been used, we will credit the 'Merchandise' account with $3. We can go right on with the other jobs in just the same way, crediting the 'Merchandise' account with the stock and ink used on each job.

"That item on line 25 for the ready prints wants to be debited to 'Merchandise,' and then on the next page on line 26 'Merchandise' wants to be credited with the same amount as the ready prints which were used in printing the *Banner*. Also on line 27 is indicated that three columns of plates were used, and 'Merchandise' should be credited with 75 cents, as we have inventoried all the plate on hand at that price.

"The totals on page 1 show that we have debited 'Merchandise' with $71.49, and credited 'Merchandise' with $7.60, which represents the amount of merchandise on hand. These amounts we carry forward to the next page.

"On line 45 it says that Lucy Gilham bought four sheets of cardboard.

"Say, Mamie, I wonder what Lucy does with all that cardboard she buys of John. I never see it up at the house. Can you tell me?"

Mamie shook her head, but her smile seemed to make the cashier understand the situation, so he went on with the explanation, despite the fact that he could not comprehend just why his sister wanted four sheets of cardboard.

"Well, as Lucy bought the cardboard, and it is here recorded, we will figure the cost of the stock as 15 cents and credit 'Merchandise,' although I think John should be given the

*NOTE.—This is the seventh of a series of twelve stories about John Smith, printer and publisher, and his methods of keeping accounts. Copyrighted, 1920, by R. T. Porte.

credit for the sale. All sales of cardboard or paper, even though not used in a job, should be recorded in just the same manner, and John, we may be sure, will record the transaction, you can bet on that, even though it shows up against him and Lucy.

"On lines 46 and 47 are entered the facts that John dug up $8.23 and also 74 cents freight and took out that C. O. D. shipment of paper, and as that has been done, we debit 'Merchandise' with the amounts."

No. Line.	Date.	No.	Description.	Income.	Merchandise. Dr.	Merchandise. Cr.	
6	Nov. 1		Job Stock, Ink and Plate, Inventory		$64.65		
13		21	Peoples Dept. Store, 5m States	$10.50		$ 3.00	
14	2	22	Citizens Bank, 500 Notes	2.75		.60	
16	3	24	Ohio Real Estate Co., 500 Folders	16.00		2.45	
19	4	25	Ohio Real Estate Co., 200 Contracts	3.25		.35	
20		26	Farmers Hrdw. Co., 500 Statements	2.75		.60	Page 1.
22	5	27	Ladies Aid Society, 250 Dodgers	1.25		.10	
23		28	O. A. Mickelson, 100 Auction Bills	6.00		.50	
25			American Exp. Co., Ready Prints		6.84		
					$71.49	$7.60	
26	Nov. 6	23	Banner, 1,220 Copies			$ 6.84	
27			Banner, 3 Cols. Plates			.75	
45			Lucy Gilham, 4 Sheets Cardboard	$0.20		.15	Page 2.
46			Central Ohio Paper Co., Invoice		$8.23		
47			Pennsylvania R. R., Freight and Dray		.74		
					$80.46	$15.34	
63	Nov. 17		Central Ohio Paper Co., Invoice		$37.65		
64		18	Western Paper Asso., Ready Prints		5.78		
65		4	American Express Co., Express		1.10		Page 3.
69		5	John Clark, Drayage and Freight		3.85		
					$128.84	$15.34	

Items in the combination cash-journal showing methods of handling merchandise. The above table should be compared with the reproductions shown with the preceding articles.

"But, Mr. Gilham," Mamie exclaimed, "the 74 cents is for freight, not paper!"

"You are right," the cashier explained, "but it is for the paper and therefore adds to the cost of the paper, and should be debited to 'Merchandise.'"

"Then, when we figure the cost of paper on a job, in order to give the 'Merchandise' account proper credit, we must not only figure the ink, but the freight on the paper as well."

"Yes, you are right, and if you do not do this you will find in a short time that the 'Merchandise' account will show a lot of merchandise on hand, when actually there is not a sheet of paper."

"I don't think Mr. Bell ever thought of that in making prices."

"Mr. Bell is a great thinker," the cashier answered, "but not about business."

As is usual when two persons get to talking of something, and by chance the conversation takes a turn, the new topic becomes absorbing, and so it was with this subject of Jefferson Bell. These two knew him, his faults and his virtues, and should any one else have assailed him they would have been the first to hotly defend him, but as they went into the keeping of books for the little print shop of the *Bladon Banner*, they could not help talking of the lack of business methods in the past conduct of the business.

And then came the following comparison between the partners, Bell and Smith.

"Those two make an ideal pair, to my mind," the cashier said. "Bell is a thinker, a dreamer, but a mighty shrewd politician at that. But he is honest, he would not do a dishonest thing and can't see where the politicians of the country are using him."

"Yes, they are an ideal pair all right," Mamie agreed, "and John Smith is honest, too, but out for his rights. We can talk about his keeping track of every cent, but he is not stingy."

"I know that," the cashier replied, "and he might keep track of the amount of candy and cigars he gives Lucy and me, but I will say they are good."

Mamie laughed at this, and then, seeing Smith coming down the street with Jefferson Bell, they went on with the real matter at hand.

"The third page, on lines 63, 64, 65 and 69 are but repetitions of lines 46 and 47 on page two," the cashier started to explain, "and the totals of page three show a debit of $128.84 and a credit of $15.34, or a difference of $113.50, which represents the amount of paper stock, ink and plates that should be on hand."

"Isn't that great," Mamie said. "We can always tell just how much paper we have, how much money in the bank, how much we owe, and how much job printing and advertising we are doing, and also how much money we are taking in on subscriptions. And it is so easy to keep track of them, too. To think this has never been done before."

"Well," Jefferson Bell said, as he entered the door, "have you two got everything down pat now. It looks to me as though the firm of Bell & Smith were going to be bookkeeped right, and have the greatest and most up-to-date system of higher accounting in the world."

"Oh, I don't know about that," the cashier said, "but Mamie here is an apt scholar all right, and with John's desire to know what the concern is doing, I guess you will have a fairly good set of books."

"To say nothing," Smith added, "of the wonderful instruction Mamie is receiving. We are certainly indebted to you for the interest you are showing."

Smith wondered why Bell trod on his toe that moment, but said nothing — just wondered.

The cashier suddenly had other business, Mamie went to work at the case setting type, and Bell and Smith sat down in the front office.

"I agree with all you say," Smith said, "but just the same it costs money to run this paper, and I see no reason why we should boost all those politicians for office. I have set columns of it — hundreds of them — and if you have ever been thanked for what you have done for them, I never heard of it."

"One must do something for the party," Bell answered, "and in the interests of good government. Can you ignore that? I have stood for your bookkeeping, your systems, and the hiring of Mamie, and all the other new fangled things you have done, but we might just as well understand each other — I am the editor."

"All right," Smith said, "I don't want to interfere with what you do as editor, or anything like that. That is your business and you can boost those fellows to the sky, but I always figure that when I work I want some pay, especially if the other fellow gets some benefits from my labors."

"That is a sordid view of the matter, and I am glad that I do not feel about this matter as you do. Where would the country be if every newspaper would do as you say, and commence charging candidates for 'advertising,' as you put it."

"I don't know anything about the country," Smith put in, "but I do know that country newspapers would be a darn sight better off, and if they quit printing nine-tenths of this political stuff I think the readers would be better off, to say nothing of being greatly relieved."

Bell shook his head, and taking his pen began to write an editorial commenting upon the high qualities of the candidates of his party for county offices.

Smith went over to the paper shelves and commenced to count out some bond paper he intended to use on a job of printing for the Citizens Bank.

JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

XVI—CONTOUR.*

IN type display, as in almost everything else, we have little admiration for that which is not shapely, however beautiful the elements therein may be. A display of agreeable outline invariably looks well, however simple it may be in the use or non-use of decorative elements to embellish it — graceful contour in itself has attractive power of no mean value. Good contour exerts a powerful, if, perhaps, subtle, influence that even the layman who can not define it recognizes as a thing of beauty. With most of us, in fact, this appreciation is a feeling rather than an intelligence. In display composition particularly, where every effort must be made to please the eye, form must be recognized as more than the accidental outline of a group of unequal lines. It must be designed with forethought, for if it is not the result is likely to be bulky and graceless, therefore ugly and incongruous.

When we center lines of unequal length, as in a title page, cover design or other displayed matter, we produce a shape, generally of quite distinctive outline. Whether it pleases or displeases depends in large measure on the success the designer enjoys in giving it good, and perhaps even suggestive, form.

*Copyright, 1920, by J. L. Frazier.

Pleasing shape or contour is obtained by so grouping the matter or display lines that the outline of the whole composition, the general exterior formation, will be graceful in the *nice variation* of widths found in its different parts. It must follow, therefore, that outside of squared designs and groups there must be a distinct difference in the length of succeeding lines if results are to be pleasing. Squared groups are acceptable because of long use and are especially interesting and pleasing if well proportioned.

While good contour is essential to the beauty of a composition, it also serves a definite and practical purpose in holding the display together, in preserving its unity. If there is evident relationship of the various lines or parts in forming together a definite shape or pleasing outline, the composition of the whole is essentially seen as a unit. If the parts do not work together in forming pleasing and reasonably definite form the effect of the whole is bound to suggest a measure at least of incongruity.

While it must be admitted that the copy for many displays does not lend itself to an ideal formation, most designs can be worked into a pleasing and, perhaps, definite outline with the exercise of a little thought and care. Pottery, turned wood, and many other objects of artistic craftsmanship, whenever based on symmetry to a central axis, offer suggestions for typework that is built on the plan of "centering." It is the shape, not the decoration, that distinguishes the beauty of a vase or

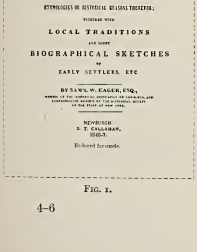


FIG. 1.

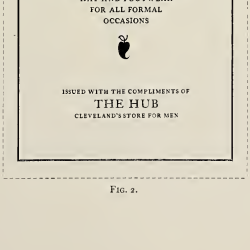


FIG. 2.

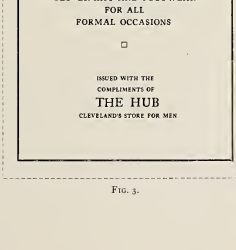


FIG. 3.

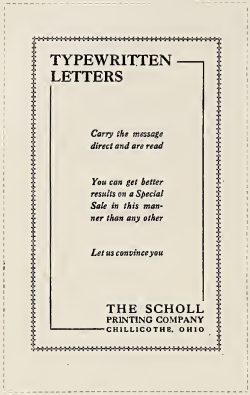


Fig. 4.



Fig. 5.

large measure of interest and attractive force in the outline formed by the large display line at the top and the smaller lines beneath it arranged in the form of an inverted pyramid, which is finished off with the ornament. The effect could have been made pleasing without following this definite form, but we must admit that there is a large measure of interest in this page because of its definite and interesting form alone. Whether it suggests some form of pottery, glass or silver ware is of no especial importance; what is important is the fact that the contour follows graceful and interesting lines.

A more interesting comparison, however, is provided by Fig. 2 and Fig. 3, which is the same copy, the latter arranged without thought or care to the creating of a pleasing contour. Assuredly good outline adds much to the pleasing appearance of type display.

urn, and it is likewise shape, rather than decoration, that creates most of the pleasing impression of typework. The relationship of type display — in so far as shape is concerned — to craft objects such as named above is so marked and so commonly recognized that certain forms of title pages have in times past been described as of the "wine glass" or "goblet" styles. Such terms, however, are not generally used today.

A page to be considered shapely does not have to follow any special pattern, however. Urns, vases, etc., have been used as models for shaping type displays because in them shape is paramount and shape has been a long and careful study with their designers. They have, therefore, been safe models, and, as suggestions, at least, hold considerable of value at all times.

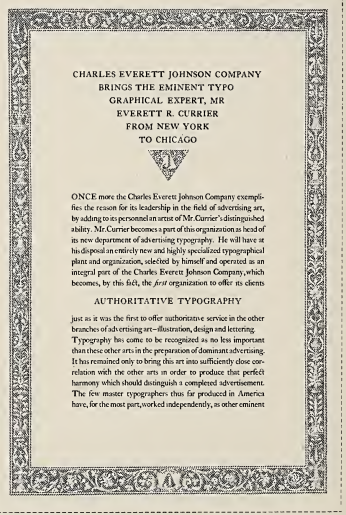
The farther we go, it is found, the more we must recognize that everything that is of art is of printing. The materials for the exemplification of art in type display are found wherever art exists, and varied are its forms.

Fig. 1 is a title page of the good old days of 1847. It is an excellent example for illustrating the tendency in vogue at that time to emphasize everything for which the least excuse for emphasis could be found. The effect of that style, we have since learned, is to confuse — and to weaken the emphasis of the essentially important features, and, therefore, the whole composition. This page also illustrates the uninteresting effect which results from the equal distribution, or spacing, of lines and groups over the page — from disregarding the opportunities for interest arousing effects afforded by variation in the distribution of white space. However, all these points have been covered in previous articles; what interests us now is contour.

The first impression one gets of this page from that viewpoint is its lack of grace. The shape of this composition is decidedly clumsy, due mainly to the small variation in the length of lines therein. Manifestly the designer of this page was giving no consideration to contour; his sole endeavor seems to have been to give each line distinctive emphasis, by overdoing which, we have learned and can see, he lost all the powerful advantages which good emphasis affords.

In contrast with Fig. 1, note the pleasing effect of the interesting and graceful contour of Fig. 2. There is indeed a

Fig. 5 shows a display where the possibilities of shape in attracting attention and holding the eye through the pleasing effect of good form were disre-


CHARLES EVERETT JOHNSON COMPANY
BRINGS THE EMINENT TYPO
GRAPHICAL EXPERT, MR
EVERETT R. CURRIER
FROM NEW YORK
TO CHICAGO

ONCE more the Charles Everett Johnson Company exemplifies the reason for its leadership in the field of advertising art, by adding to its personnel an artist of Mr. Currier's distinguished ability. Mr. Currier becomes a part of this organization as head of its new department of advertising typography. He will have at his disposal an entirely new and highly specialized typographical plant and organization, selected by himself and operated as an integral part of the Charles Everett Johnson Company, which becomes, by this fact, the *first* organization to offer its clients

AUTHORITATIVE TYPOGRAPHY

just as it was the first to offer authoritative service in the other branches of advertising art—illustration, design and lettering. Typography has come to be recognized as no less important than these other arts in the preparation of dominant advertising. It has remained only to bring this art into sufficiently close correlation with the other arts in order to produce that perfect harmony which should distinguish a completed advertisement. The few master typographers thus far produced in America have, for the most part, worked independently, as other eminent

Fig. 6.

garded and dependence placed in an attempted unusual arrangement "out of center," featuring a broken inner border. It has no shape worthy of the name and is a hit or miss association of various units, arranged mainly, it would seem, to fit the preconceived idea of the border frame. Beside it is a resetting (Fig. 5) which bears evidence of careful shaping in the nice variety of measures associated in an interesting manner. While the association of the various measures follows pleasing lines and good contour is established there is evident, in addition, effective emphasis, which is afforded by the reasonably striking variation found in the measures. This greatly increases the publicity value of the composition.

We have read much in recent years about the practice of "patting and squeezing" type into shape, as though it were a crime. No one with intelligence enough to be a good typographer is going to allow some preconceived idea of a shape or pattern he wants to follow interfere with the proper emphasis and arrangement of his display, or make the display hard to read. In recounting the advantages of good

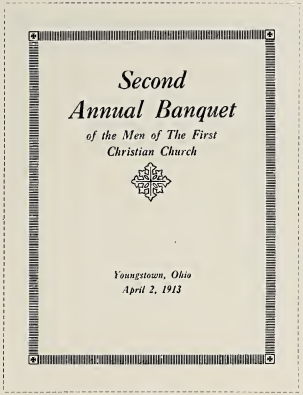


Fig. 7.

shape or contour we must always consider it associated with the proper and clear setting forth of the idea in print. We must have good form, proper emphasis and clarity combined. Even in Fig. 6, the work of an eminent typographer, Everett R. Currier, the lines of the heading are not arranged strictly according to sense, and a word is divided which might not have been necessary had the designer been satisfied with a shape, perhaps without grace and surely without definite form. There is some evidence, therefore, of this heading having been "patted and squeezed" into shape, yet Mr. Currier doubtless designed it with forethought. He wanted it to effectively attract attention, and we must admit that he succeeded to a remarkable extent, and largely through the shape of the heading. Owing to the large size of the type and the few words in the heading it was originally legible and readable enough for every purpose and therefore could not be said to have been achieved at the expense of legibility or emphasis.

An ornament may assist materially in giving a page definite and agreeable shape while functioning in its primary capacity

excellent performers for the principal parts as those already named. The remainder of the cast will be filled out in such a manner as to ensure a well-balanced performance.

Some incidental music in the old Greek mode is being especially composed by Dr. H. A. Clarke, Professor of Composition of the University of Pennsylvania, who wrote the music for their performances of Aristophanes' "Acharnians" and Euripides' "Iphigenia in Tauris"; new costumes and scenery are being prepared from original designs, and the rehearsals are being directed by Archibald F. Reddie, while the entire production will be under the immediate supervision of a sub-committee composed of Frank Chouteau Brown, Pietro Isola, and Mr. William I. Cole.

Seats are offered for sale to the public at one dollar, seventy-five and fifty cents. Orders for tickets will be received by letter at The Twentieth Century Club, 3 Joy Street, and tickets will be on sale after April 9 at Herrick's, Copley Square, at Jordan Hall, and at the Club Rooms

BOSTON

ONE PERFORMANCE ONLY
JORDAN HALL, HUNTINGTON AVENUE
WEDNESDAY, APRIL 25, 1908
AT EIGHT P.M.

Fig. 8.

Office Chairs

AS MANUFACTURED BY

The
Marble & Shattuck
Chair Company

CLEVELAND, OHIO

CATALOG
NO. 51

Copyrighted June, 1916

If you MUTILATE this book it will be of less value to you

We will gladly furnish photographs
of any of these subjects on request

Fig. 9.

of affording decoration, as may be seen by reference to Fig. 7. The shape of the ornament, and its position close to the type, make a perfect pyramid of the lower section of the main type group, while the contour of the complete group is similar to that of a cut diamond, and, with the lower group, to that of a shapely wine glass. This suggests that the form in which the type lines use of makeshifts of ornamentation and spacing to bring a group or design into definite form, as in Fig. 9, the effect is plainly strained and therefore displeasing. We can truthfully say that this form has been "patted and squeezed" into shape, yet the fault with it is not that emphasis or legibility is impaired, but, rather, that the whole thing seems forced and stiff.

This Print Shop Is Taxed

to its limitations every work day of the week.- Every order delivered seems to bring two new ones.- Consequence is, we are planning to increase our capacity and hope soon to announce this departure. In the mean while you may continue to rely upon the same excellence of work- the same promptness- the same conservation of your interests, which have brought about this condition. The preparation and designing of copy for circular letters, pamphlets or advertising matter of any description has proved to be an attractive feature and has made many friends.

The AMERICAN PRESS
7 & 8 ABEND POST BUILDING
Telephone Main 2708 Miami Avenue

FIG. 10.

BOOKPLATES
A CATALOGUE OF
A SELECTION CONTAINING SOME
EXTREMELY
RARE ITEMS
SUCH
AS
A PLATE
ENGRAVED
BY PAUL REVERE, THE HILDEBRAND BRANDENBERG,
& WILLIAM PENN PLATES
FROM THE COLLECTION OF
DODD, MEAD & CO.
NEW YORK MCMVI

FIG. 11.

fall may often be the guide to the selection of an ornament in so far as shape is concerned.

The more we consider shape and contour the more we value the inverted pyramid, one of the most useful as well as popular forms into which type can be arranged. Inverted pyramidal ornaments finish off a type group more effectively in the great majority of cases than those of any other shape. This is due partly to the fact that type displays should in general taper down rather than up. Physical balance in type display demands that the stronger portion shall be at or near the top; good emphasis demands that the most important line—and, obviously, therefore, the largest and strongest in the display—shall also be at or near the top. This is an important point that should always be kept in mind, regardless of what particular shape our forms of display may take.

A most agreeable effect results when we finish off the final page of a circular or book with an inverted pyramid, when it tapers down to a point, as in Fig. 8. Such a conclusion adds life and interest to the page as well as suggests the close or end. When there is evidence of extreme effort and the

Kappa Nu Banquet

IN HONOR OF

THE PLEDGED MEMBERS

TUESDAY EVENING, OCTOBER TWENTY-SEVENTH

NINETEEN HUNDRED AND THREE

AT EIGHT O'CLOCK

GEMEINE CAFE

FIG. 12.

We have referred to the arrangement of type into definite forms, but this should not be taken too literally. It is not intended that we should make pictures in silhouette with type, as we sometimes see it in the form of hour glasses, etc. (Figs. 10 and 11.) At times, though rarely, these may be appropriate, and that appropriateness excuses some disadvantages which such too definite shapes carry with them. Notable among these is the tendency to carry the thought away from the matter, causing the reader to marvel at the ingenuity of the designer instead of digesting the content. Such forms do not add that flavor of delight which a subtly devised form brings when it is merely attendant upon the more essential elements of display, which is always of greatest importance.

Fig. 12 is about as definite a form as it is safe to use. However, it must be remembered, one is permitted more formality in the display of title pages, invitations and such work than in an advertisement. Furthermore, a brief piece of copy will conform to definite lines more acceptably than extensive copy, which quite generally gives the appearance of being inextricable when worked into an exact and definite shape.

SPECIMENS

BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

ARTHUR J. MANSFIELD, Boston, Massachusetts.—The June calendar for the Boston Trade School is neatly composed and attractively printed in pleasing colors.

K. LEROY HAMMAN, Oakland, California.—Bank advertisements are excellent in all respects, typography, illustration and layout—with good copy—resulting in a high type of publicity.

WILLIAM HEGLE, Cleveland, Ohio.—The composition of the large form "Parkersburg Yuletide" is excellent. We have no suggestions to make which would improve the general appearance of the job.

EDWIN H. STUART, Pittsburgh, Pennsylvania.—Advertising forms issued to develop your typographic service business are excellent, especially so being the card "Tan Shoes and Evening Dress—NEVER."

RAYMOND D. SESSOMS, Fuquay Springs, North Carolina.—Stationery forms printed by you are very satisfactory indeed. Attractive and legible type faces, simply arranged—and with good emphasis—provide pleasing and dignified designs which should thoroughly satisfy your customers.

C. R. JOYNER, Jacksonville, Florida.—The work is indeed clever, wise choice in the selection of types, aided and abetted by excellent and simple arrangements and well selected display, resulting in effects that for beauty and publicity value would be difficult to improve upon.

THE MORRILL PRESS, Fulton, New York.—The cover design in colors for *The Columbian Crew*, house-organ of the Columbian Rope Company, which is featured by an illustration of an old fisherman, clad like the well known figure used in the advertising of Lifebuoy Soap, is excellent in all respects.

ELLIS MURPHY, Chicago, Illinois.—*The Modern Miller* is, in our opinion, a very satisfactory publication in so far at least as its physical appearance is concerned. Outside of the one point, which you state will be taken care of within the year—the use of uniform display type—we can think of no practicable improvement to suggest.

AN INTERESTING COLLECTION of specimens has been received from the students of the printing classes of the Schenley High School, Pittsburgh, Pennsylvania. Good taste has been exercised in the selection and arrangement of the types used, and the display is also of high order. Considering the nature of the work, and the purposes for which it was intended, we fail to see where we should offer suggestions for its improvement.

W. G. CAMPBELL, Winston-Salem, North Carolina.—Of the two letterheads for *The Home Chronicle* we prefer the one on which you did not write, not alone because it is the more attractive of the two but because we doubt whether any one will read the large amount of matter on the other. The one for which we have expressed preference is decidedly attractive. The card stuffers are neatly composed in readable and attractive type faces, and are well printed.

C. D. PAGE, Grand Forks, North Dakota.—The bank statement you sent us is attractively gotten up and is quite impressive. Our only suggestion for improving it would be to use roman instead of block letter for the body matter. The title is especially handsome. Your letterhead is quite striking and novel, and would be reproduced except for the impossibility of obtaining a color separation of the lettering in black printed over the illustration in orange. All the specimens show a regard for effective display.

A. KESSELER, Tulsa, Oklahoma.—The menu for the Tulsa Purchasing Agents' Association is neat and unique. The arrangement of the few small type lines in the panel on the cover is quite clever, and, without ornament save that supplied by the border, provides a decidedly interesting effect, due entirely to the clever spacing of lines. The portrait on the first inside page in placed too low. Why did you not place it properly above the center, as you did the panel on the cover?

HERBERT A. SLOAN, Kansas City, Missouri.—You are to be complimented on having discovered so soon that brains must be mixed with printers' ink if good printing is to result. In general the high quality of your product indicates that your formula contains a goodly measure of the ingredient Brains. We have seen prettier printing, of course, but when we consider the exceptionally strong display, the readability and the general all around publicity effectiveness of the work we

BEST LOCATED AMUSEMENT PARK IN HUDSON COUNTY

WASHINGTON PARK

MINIATURE RAILWAY
CONCESSIONS
FERRIS WHEEL
DANCING



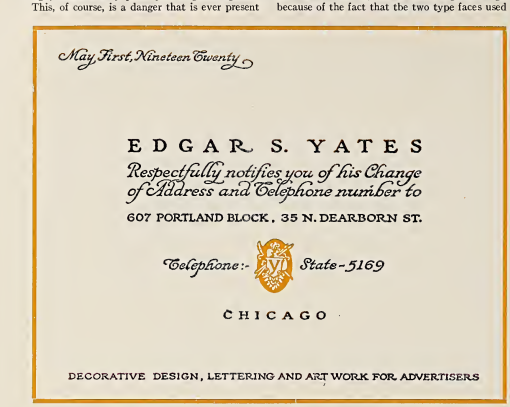
MERRY-GO-ROUND
CIRCLE SWING
BOAT SWINGS
THEATRE

Illustration used to good effect with type in letterhead by William C. Farr, Bayonne, New Jersey. Several examples of Mr. Farr's clever business cards and tickets were reproduced in the June issue.



Miniature reproduction of cover and two inside pages of handsome booklet executed and issued by the Alpha Photo Engraving Company, Baltimore, Maryland, to advertise its service in the production of fine engravings.

can readily see that you have not gone to seed on mere prettiness alone. It is well rounded work, in the great majority of cases well suited to and fully adequate for the purposes intended. The tendency toward "fussiness" is a danger sign, which it may profit you to guard against. This, of course, is a danger that is ever present when striving for striking effects, such as you quite generally secure and which have great value in many forms of advertising.



Interesting hand lettered announcement card by veteran Chicago letter artist, Edgar S. Yates. As a suggestion in arrangement for those who work with type instead of pen it should prove interesting.

Otto Volmerhaus, Baltimore, Maryland.—The only thing we can do when we receive a package of such excellent work as you have sent us is to sit back and admire it. To offer suggestions toward its improvement would be hypercritical on our part, as no faults of design or display are evident. It is a pleasure, indeed, to examine this fine work of yours; we only wish certain of the forms were adaptable to reproduction so that we could pass them on to our readers.

Speaker-Hines Printing Company, Detroit, Michigan.—Seldom indeed, even considering the large volume of high grade printing we are privileged to examine, have we seen house-organs that so nearly reach physical or visual perfection as those you have produced for the companies that make Timken bearings and G-M-C trucks. Plainly, no expense was spared in making these magazines the finest of their kind, and, happily, their production was left to a concern that had the ability to "put the money" into them.

The Halifax Herald, Halifax, Nova Scotia, has favored The Inland Printer with a copy of an attractive book prepared and printed to promote advertising in the columns of the *Herald*, *Evening Mail* and *Sunday Leader*, published by the same company. It is given over largely to exploiting the importance of the Nova Scotian market, which is made impressive by picture and story exceptionally well handled. Complete data are given on the industries and people of this province such as would prove of value to advertisers and advertising agencies in placing contracts. Mechanically, the book is excellent.

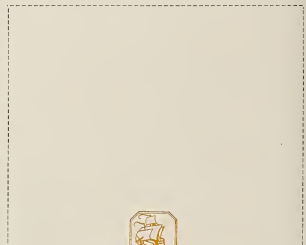
William Bennett, Cleveland, Ohio.—Neither of the two arrangements of the Sunshine Class invocation strikes us as being worthy of praise. A form of this sort merits a more decorative treatment than is given it in the form set in Cheltenham Old Style and we note, also, there is no heading on that particular form. The other, which follows more nearly the lines such a form should take, falls short of a good design because of the fact that the two type faces used are so inharmonious they fairly bark at each other. Use the decorative border of the last mentioned form, set the heading in one size larger of the text used, and the invocation proper in the Cheltenham light, or some other light face type, but at least one size smaller, and if you exercise good judgment in the arrangement and distribution of white space you will have a far better form than either of those submitted. Where neither is good we decline to commit ourselves as to which is the better — mainly, however, because we can not decide between the two.

Louis A. Braverman, Toledo, Ohio.— The various specimens of your typographic craftsmanship, executed in the composing room of The Caslon Press, are distinctively high grade. While employing the standard and widely used Caslon type quite consistently, there is nevertheless a distinctive and characterful appearance about the work that is "Braverman" all the way through. Whether done in Boston, Philadelphia or Toledo, the touch is there, and when that can be said of a typographer's work he must truly be said to have made his mark. Especially handsome are the house publications of the Overland industries, although the small commercial forms are equally high grade, even though not so conspicuous.

Sidney K. Karle, Winnipeg, Manitoba.— The folder, "Greetings," is not an example of high grade printing of present day standard, however high class it might have been considered if done in 1895. The designer has not kept pace with the improvement in typography since that time, else he would have eliminated most, if not all, of the decorative features, and would have selected readable and dignified types and arranged them in neat, orderly and pleasing manner. You guess we do not consider the card good — well, you have guessed right. It is always a bad practice to throw in a lot of extras in type display for no other apparent reason than to give good measure — to fill up, so to speak — as seems to have been the case in this instance.

Searcy & Pfaff, Ltd., New Orleans, Louisiana.— The "Souvenir of New Orleans — The City Care Forgot" is, in most essential features, a very satisfactory de luxe booklet. A large measure of the attractiveness is supplied by the cover, although we consider even that would have been better, following the same general lines, if the panel containing the lettering, and the lettering itself, were somewhat larger. The ornamental design could be less prominent without detracting from the effect of luxuriousness. Presswork, for the most part, is excellent, the four color process illustrations being particularly well handled. Margins between type and border on the text pages are bad, being quite generally too large at the sides as compared to the top and bottom. It is indeed unfortunate that in a piece of work where so much of quality was possible the advertisements should have been set in a helter skelter array of type faces. Advertising of the sort that appears in souvenir booklets does not require the distinction in type faces that might be considered necessary on the pages of a newspaper, and books of this sort are more attractive by far when uniform types are used for the display throughout. The advertising gains, rather than loses, by the more inviting effect the pages of the book as a whole present.

John M. Murray, Los Angeles, California.— The work is quite satisfactory in all respects. We compliment you especially on the use of legible type faces and simple arrangements. Display is also good, excellent choice being made in points for emphasis, and those points are con-



Defying the law of gravity for the sake of novelty, distinction and striking effect. First page of folder by Erwin, Wasey & Co., advertising agency, Chicago, Illinois.

sistently brought out in an effective manner. The two cover pages for *Print Shop Talk*, for which you were awarded first and second places in the recent contest conducted by the Employing Printers' Club of your city, are interestingly treated, both as to typography and printing in colors. We would be interested in knowing whether the formal or the unconventional design was given first place. The latter is decidedly unusual and has exceptional attractive power, to which the stock and colors used in printing — deep brown and bright green inks on brown Sunburst stock — contribute materially. The "centered," or formal, design attracts in spite of its conventionality, due to its pleasing symmetry and to the attractiveness of the colors used in printing — gray and orange on gray stock.

MIDDLETON PRINTING COMPANY, Waxahachie, Texas.— Far too few of us, we are sure, recognize the importance of good type faces in the production of fine printing. We place too much dependence on forms of arrangement and ornament, as a rule, and depreciate the value of the most important element in any type composition — TYPE. If our memory has not led us astray, we received a collection of specimens from you about a year ago, and those specimens — while well displayed, as a rule, and quite nicely arranged — failed of effectiveness because of the unattractive styles of types generally used, block letters and text styles being most in evidence. Now we receive a package of recent specimens, for the most part set in that versatile and attractive type, Caslon Old Style. They are certainly a feast for the eyes of one who sees so much effort wasted in trying to do good work with poor tools — gothics, texts, bold face romans and "fussy" letters of all sorts. Simple work such as you are doing with Caslon, well printed on good stock, leaves little to be desired, especially on the kind of work you do, small commercial work, such as letterheads, cards and programs.

FRANK L. JAGO, Glen Innes, New South Wales.— Without depreciating the value of ornament in type display, we can plainly see why group large arrows are die cut, so that when the printed sheet is mounted over a white sheet the arrows appear in white, therefore appropriately representing the distinguishing words of the firm's name. These arrows point downward to important phrases in the copy, printed on the brown sheet, and to the calendar pad stitched



THE LIVE STOCK EXCHANGE NATIONAL BANK OF CHICAGO

STATEMENT OF CONDITION AT THE CLOSE OF BUSINESS FEBRUARY 28th, 1920

RESOURCES		LIABILITIES	
Loans and Discounts	$16,592,718.37	Capital Stock	$1,250,000.00
United States Bonds	50,000.00	Surplus	1,000,000.00
Liberty Bonds	51,650.00	Undivided Profits	384,160.08
Other Bonds	145,625.00	Discount Collected but not Earned	218,814.43
U. S. Certificate of Indebtedness	150,000.00	Reserved for Taxes	353,375.04
Federal Reserve Bank Stock	67,500.00	Cashiers	45,000.00
Customers' Liability Account Acceptances	925,000.00	Dividends Unpaid	300.00
Other Resources	19,915.54	Acceptances Executed for Customers	925,000.00
Cash and Due from Banks	8,946,112.09	Other Liabilities	8,633.72
		Deposits	23,398,538.54
	$27,287,521.00		$27,287,521.00

"THE CLEARING HOUSE OF THE WORLD'S GREATEST LIVE STOCK MARKET"



Inside spread of bank statement that is entirely unique. Designed by Carl Scheffler, artist, and printed by The Grier Press, Chicago, Illinois. The illustrations in the reversed black panel at the top are outlined in light gray, while the scroll work at top and bottom, also reversed in black plate, is printed in gold. The same panel treatment was followed on front and back pages. This work is a credit to those producing it.







Three unique cards by Emil George Sahlin, The Roycroft Shop, East Aurora, New York. Originally printed on deckle edged hand made card stock, they were quite full of craftsmanship.

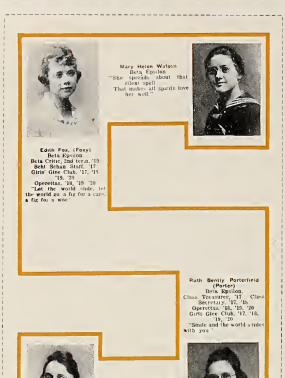
the decorative form of title page which you prepared for the collection of references of B. G. Lawrence was rejected. It is entirely too "fussy," and, considering that it is short in depth, it is too wide for the page. Had you eliminated all the decorative features save the initial and set the form in narrower measure to conform more nearly to the shape of the page, we are sure it would not — at least it ought not — have been turned down. You exercise good judgment in the selection of points for emphasis, and, outside the selection of types at your disposal, we can find no serious fault with your work other than overornateness. Bold types should be selected when printing is to be done on dark colored cover stocks. The Cheltenham Old Style is a poor selection for the cover of the Glen Innes Hospital. Watch, particularly, the matter of shaping your display to conform to the shape of the page on which it is to be printed.

LAFAYETTE DOERTY, Findlay, Ohio.— We find the specimens of your typography interesting, attractive and unusual, as in the past. The manner of handling the calendar for the White Arrow Taxi & Trucking Company is ingenious, to say the least. For the benefit of our readers, who may find the suggestion valuable for adaptation under appropriate circumstances, we will state that the printing was done in brown ink on light brown cover stock. On either side of the central type below. Printed sheet and white sheet, the latter extending beyond the printed brown sheet about an eighth of an inch, are in turn mounted on a sheet of deep brown Sunburst cover stock, which extends beyond the white sheet about one-eighth inch also — except at the top where it extends down about three-fourths of an inch to provide for the two holes punched to admit the looped brown cord used for hanging. The calendar is not only ingenious, but decidedly attractive as well, and fully in keeping with the general effectiveness of Mr. Doerty's work.

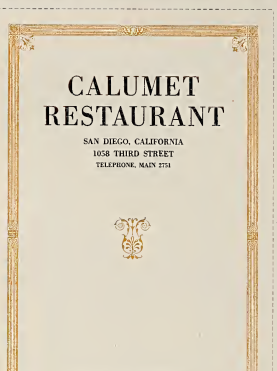
WALTER J. SYKES, Ithaca, New York.— In general you and the boys of the printing classes which you conduct in the Ithaca Public Schools are to be complimented on the grade of work being done. In a broad sense the workmanship averages well with the general run of commercial product. It is in more or less minor points, simple and easy to avoid in the future, that the work falls short of what it ought to be with the equipment at your disposal. Most conspicuous of the faults is the improper association of types as regards shape and design. We note in several instances where display lines of approximately equal size appear one will be in a condensed bold roman and the other in extended Copperplate Gothic. The contrast of shape alone is displeasing, but when we add to that disagreeable effect a wide difference in character of design in the letters, the appearance is all the more unsatisfactory. In prominent display, at least, associate type faces only if they are of the same shape and have the same characteristics. In order that students in printing especially may cultivate a taste for the harmonious it would not be a bad practice to insist that they use one style of type in each composition, in the display at least. When they have developed a sense for harmony they can more intelligently make variations and add contrast which will have telling effect rather then tend to weaken the composition. On the cover for the booklet, "Ithaca Public Schools — Our Point of View," we find one large display

line in italic capitals adjacent to other lines set in roman capitals. Italic lower case would have provided an equally good contrast without the portraits inside it — and so on throughout the word. Unfortunately, the bad joints in the rules mar the appearance of the page, but that is a

WATSON-JONES, INCORPORATED, San Diego, California.— Typography and presswork are of a high order of excellence. The only serious fault



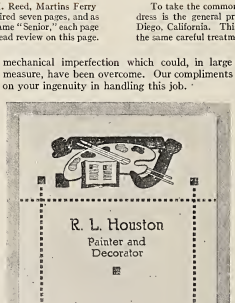
Page from school annual by Richard M. Reed, Martins Ferry Ohio. The portraits of the senior class required seven pages, and as there are conveniently seven letters in the name "Senior," each page had a letter of that word for the border. Read review on this page.



To take the commonest kind of work and give it life and decent dress is the general practice of Watson-Jones, Incorporated, San Diego, California. This menu cover page would not have received the same careful treatment in every print shop in the United States.

disagreeable effect which results from the use of italic capitals, the slant of which is so pronounced in comparison with the upright roman. We suggest that you avoid the use of italic capitals for this reason, as well as because they do not seem to fit nicely into a rectangular page. The invitation card to the commencement exercises is difficult to read because set entirely in capitals, which, as compared to lower case, are very difficult to read, especially where there is much copy. One of the most glaring examples which could be used to show the displeasing effect resulting from the improper association of type faces is one set in the extended block letter and Old English. The block letter is not only wide but it is also crude and severe in design — it possesses little grace owing to the uniform width of the elements. On the other hand, text styles such as Engravers Old English, Caslon Text, etc., are more or less of condensed shape — they are highly decorative and artistic. Obviously, such styles can not be used together with good results. The best workmanship is found on the programs, many of which are quite attractive. Presswork, on the whole, is good.

RICHARD M. REED, Martins Ferry, Ohio.— Yes, so far as we know, the treatment you have given the pages of the high school annual bearing the portraits and school activities of the graduating class is original. For the benefit of our readers who might find a suggestion for their own adaptation, there are seven pages of this matter and seven letters in the word "Senior." On the first page a large "S" — the size of the type page — is made up of six point rules, and the portraits and titles are arranged therein as shown in the reproduction on this page. On the second page, the letter "E" is treated likewise, with mechanical imperfection which could, in large measure, have been overcome. Our compliments on your ingenuity in handling this job.



George A. Guernsey, Lusk, Wyoming, gave this painter and decorator a business card wholly appropriate to his calling. The white card, printed in yellow and deep red, was tipped to a yellow card matching the yellow ink of the printed sheet.

we can find with any of the specimens is that in some of them large amounts of matter are set entirely in capitals. Capitals in mass are especially hard to read, and their use should be restricted to occasional display lines, to headings and signatures.

GEORGE A. GUERNSEY, Lusk, Wyoming.— The business card for R. L. Houston, painter and decorator, "strikes ten." Appropriately and cleverly you have made it decorative, and the unusual character is bound to create a favorable impression of the talents of the gentleman as a wielder of the paint and kalsomine brush.

FRED R. PIERSON, Riverhead, New York.— Samples of your work are quite satisfactory, the folders, cards and other small forms being especially neat. The real estate booklet for A. A. Tuthill, while obviously satisfactory for the purpose intended, could easily have been made more attractive. The cover would be improved by the elimination of the rules beneath the two lines at the top, which, because of the small space between the lines, complicate the effect instead of emphasize the lines. As a matter of fact, the lines in question are of such size as not to require additional emphasis. The name of the town at the bottom is too large, and detracts, for that reason, from the display at the top. With these changes made, the page would be quite pleasing, as type, rule and border are in good harmony. The inside pages are quite dull looking and show the need of slightly stronger display and, perhaps, a reasonably decorative running head. The back margins are entirely too large in relation to the front margins, as are also the top and bottom margins. Had the matter been set one pica narrower, the effect would have been greatly improved.

THE PRINTER'S PUBLICITY

BY H. W. SMITH.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

Better Advertising on Less Paper.

"A critic was once so impressed with Wagner's 'Rienzi' overture," says the Victor record booklet for June, "that he wrote fifty-three pages about the opening trumpet note."

In all probability, back in those days, he succeeded in getting all of it printed. Who — if any one — read it, is beside my point. The user of printing today is being admonished to cut down on quantity use of paper and to make more efficient that which he uses.

Are large sizes of booklets, folders and blotters desirable in the face of the paper shortage? I will grant that size is a very important factor in gaining attention for a newspaper or magazine advertisement. The larger advertisements by their very weight tend to draw reader attention from the smaller. A piece of direct mail, however, has nothing to combat for attention save mediocrity, which is always the thief of a busy recipient's time.

"Oh, it's just an advertisement," that open sesame to the waste basket of so much printed stuff, is more often occasioned by a bulky, carelessly printed, cheap looking envelope, unsealed and bearing a one cent stamp, than by any other kind.

C. A. Kriger Company.

Sparkling with interest is the May issue of *Kriger's Diamond Dust*, sent out by the C. A. Kriger Company, a wholesale jewelry concern of Kansas City, Missouri.

The table of contents on the cover commends itself at once to the reader. It is also an acid test of the power of the contents to attract readers solely by the suggested news merits of the articles. Herewith is the "menu": Who Pays the Bills?; The Wholesaler vs. Direct Distribution; From Bar to Mesh; To Visit Kansas and Colorado Jewelers; Good Taste an Asset to Burglars; Money Making Suggestions by Our Readers; Figures Are Life Savers; Famous Diamonds of History; Gene's Girl Gossip; Wedding Ring Superstitions; A Native Ruby Market; Coöperative Advertising; A Money Making Letter.

Certain phases of the makeup, especially the hand lettered illustrated department headings, are lacking in artistic refinement, but certainly nothing is lacking with the ability to interest. Take the illustrated story on "Famous Diamonds of History"; who wouldn't like to look at pictures of the Hope Blue Diamond, the Koh-i-Noor, and the Great Mogul and read about the strife centering around their ownership? Then too, imagine the interest of the retail jeweler who stumbles onto the paragraph which gives a scale of jewelers' repair prices in England.

Herewith we offer a sample letter which *Diamond Dust* says is an effective business getter for the local jeweler. It is to be sent to the mothers of the boys and girls in the local graduating classes.

I understand from the principal of the High School, Mr. Arthur, that your boy Jack is graduating this spring. I know that you realize most of all that Jack is pretty near a man now—in fact, graduation is the big event of his life.

After we finish our schooling, life seems to slip by so much faster, and, too, so less eventfully. It is really an epoch in Jack's life — the time when he leaves his boyhood days behind — and as such, it should be duly commemorated.

This is one reason I am writing you, Mrs. Ames — to suggest that you give Jack something to remember this Big Day by, something to show him your appreciation and pride in the successful outcome of four years' hard work.

It is at such a time that all of us sincerely appreciate a token of the love and good will of our parents and friends. And what could be more appropriate than a ring, a watch, a scarfpin or a belt buckle? What could be more practical, more lasting, and yet contain those necessary gift qualities?

I have set aside a few things in which you might be interested. Wouldn't you like to come in and see them? Please accept, too, my cordial congratulations upon Jack's graduation. You know this reflects back upon his folks too!

The Marchbanks Press.

"We never miss the water till the well runs dry. There is a shortage of paper, and the only remedy is to use less of it. We can print an attractive job on a small piece of paper."

MAY 1920



We never miss the water till the well runs dry. There is a shortage of paper, and the only remedy is to use less of it. We can print an attractive job on a small piece of paper.

THE MARCHBANKS PRESS
Telephone Stuyvesant 1197
114 EAST 13TH STREET, NEW YORK

MAY 1920

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

The Marchbanks Press, New York

FIG. 1.

RETTEW PRINTING COMPANY
PRINTING ADVERTISING
TYPE MANUFACTURING
HIGH CLASS EQUIPMENT, ARTISTS and SERVICE
E. W. RETTEW, Manager 428 FRANKLIN STREET READING, PENNSYLVANIA

April 28, 1920.

The Inland Printer,
Chicago, Ill.
Gentlemen:

We are sending you our first number of "The Proof", which we will appreciate very much if you will criticise. We appreciate that very probably there will be many things in it which do not come up to the standard idea of what a printer's house organ should be, but it is to find out those things that we are sending it to you.

Very truly yours,
RETTEW PRINTING COMPANY
E. W. Rettew
Manager.

EWR/AS

Fig. 2.

I can well believe this claim of the Marchbanks Press, New York, supported as it is by this very effective calendar slip (Fig. 1). The illustration is a black line wood cut print, which harmonizes wonderfully with the accompanying type matter. The trimmed size of the original is 4 by 9¼ inches.

Rettew Publishing Company.

Very petite is the new house-organ, *The Proof*, of the Rettew Printing Company, Reading, Pennsylvania. It makes its first appearance with the April issue. It fits nicely into a 3¾ by 6½ inch envelope, therefore being a convenient size for mailing. If this little publication lives up to its announced purpose it may outdo many that have been in the field a much longer time.

" . . In these pages from month to month will be found suggestions and ideas to help the manufacturers and merchants of our acquaintance to a more effective use of the printing art in building up their businesses and producing thereby greater profits.

" . . Business nowadays is much more than selling a single order at a profitable price. Service is fully fifty per cent of the transaction, and we believe that in order to maintain continued satisfactory business relations with our customers there must be a profit to both parties, the buyer and the seller."

And now we come to the Rettew company's declaration of independence, so far as old business methods are concerned: "We can not continue to do printing unless there is a fair margin of profit in the work, and the printing that we do must be of profitable value to our customers."

I offer for consideration of the reader the very tasteful business letter of E. W. Rettew (Fig. 2) which accompanied the first issue of the house-organ to this office. The letterhead was printed in two colors, dark and light blue. The monogram was embossed in the original.

Bachmeyer-Lutmer Press, Inc.

"In marketing a product, time is a cost element that doesn't show on the cost sheets." This assertion, made in a recent advertisement of the National Bank of Commerce, New York city, is applied by the Bachmeyer-Lutmer Press, Inc., Cincinnati, in the May issue of its house-organ, *Ad-Vantage*, to direct advertising.

"Merchandise at the point of consumption is worth more than at the factory — time consumed in distribution has increased its value," further says the bank advertisement.

Commenting on this, *Ad-Vantage* finds that time today is a cost element in the creation of *intangible* values — such, for instance, as a sale; that sales promotion plans and materials in the form of direct advertising are invariably used best by those business executives who most keenly appreciate the importance of time as a cost element; that the right kind of direct advertising cuts this cost element.

One might judge from some of the topics in this issue that the Bachmeyer-Lutmer Press makes a specialty of bank



Fig. 3.

printing. "Has the Money of Europe Lost Its Purchasing Power?" and "Financial Advertising," which take up the greater portion of the eight pages, suggest this. It strikes me that the first named article would go more appropriately in a banking journal. The limited space in a house-organ of this size could be better filled with suggestions bearing on bank advertising, which as a rule can stand improvement.

A pithy saying on the inside first cover of this issue is worthy of note: "Nowadays it is easier to get work to do than to get work done."

The clever cover (Fig. 3) should make a decided hit with the "tired" business men on the mailing list of this publication — that is, if we can believe the cartoonists nowadays.

Blotters.

A blotter that brings to one's desk a thought of the outdoors is printed by the Troy Times Art Press, Troy, New York. A halftone reproduction of a realistic garden scene shows mother, baby, and two brothers in knee trousers looking on while father is planting something (or is he digging it up?). This practical hint appears at the right of the picture and above a calendar vignette for May, 1920:

"Pulling stuff out of your own garden and eating it at your own table is the world's greatest combination of outdoor and indoor sport."

This blotter is of light blue coated stock, on the printed side, and measures 3¾ by 7¼ inches.

Another blotter with the vernal theme is printed in a smaller size, 3¼ by 6 inches, by J. Reid Hammond, 1716 Sansom street, Philadelphia. The treatment is mainly typographical, consisting of quotations from Jefferies, Shakespeare, Milton and Cowper. A conventional ornament, a poppy in bloom, is at the middle and near the top. As on the Troy Times Art Press blotter, the reading matter runs horizontally in the long axis. Its printed side is also coated; the color is a salmon pink.

In the envelope bearing the Hammond blotter came a very concrete piece of sales literature which quotes prices on professional office cards like an enclosed sample (Fig. 5-A). The order blank, detached along a perforated line from the half of the sheet bearing price quotations, is reproduced in reduced size (Fig. 5-B). Note the very good arrangement of boxes for the clear transmission of instructions back to the printer.

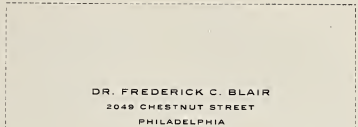


Fig. 5-A.

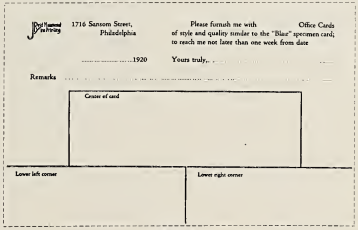


Fig. 5-B.



Fig. 4.

"The Commercial Artist."

One would naturally expect an attractive cover and many good pictures in a commercial artists' house-organ. We find them in *The Commercial Artist*, published monthly in San Francisco by The Commercial Artists' Association of the Bay Cities. The attractive cover of the April issue is reproduced here as Fig. 4. It was originally printed in a pleasing combination of black and light green.

A great many individuals and concerns get favorable publicity in this house-organ; artists for their drawings reproduced therein; engravers for their plates; printers, photographers, artist supply houses and commercial artists with their well composed display advertisements.

A contributor who signs his name "Pimiento" has a very clever article on the modern tendency in advertising to keep away from simplicity — the misguided tendency to make of advertising a mystery.

The writer purports to be a minister of the gospel from Tasmania who has decided to forsake his business of "selling" religion, which was getting "harder" every day, for the comparatively easier work of selling goods via advertising. He was disposed to use his literary ability in a conservative manner in his new calling, but his partner, a commercial artist, persuaded him to use "modern stuff."

Hear now the remainder of his confession: "To make a long story short, I started the current department store style of copy. I slew the albatross. Abetted by my misguided associate, I induced a leading merchant, after many a struggle against the ominous novelty of it, to adopt a sort of racy terminology in his advertisements. Hats had 'dash.' So had dresses, shoes, parasols and what not. No end of things had 'verve.' And so it went ad infinitum. You know the jargon; they all use it. It was considered a novelty then, but God help any department store advertisement writer who will write straight English now. It won't be stood for."

GOOD ENGLISH.

BY F. HORACE TEALL.

WHAT is good English? I have no thought of attempting to answer this question fully, but intend only to strive to restate helpfully part of what has been published by many writers and taught with practical unanimity of general intention through centuries. Some things, even some that have been said very frequently, are well worth repeating, and some such are to be repeated here, though largely in new expression; for many different forms of expression are possible for the same ultimate meaning, even within the strictest bounds of good English.

Language is somewhat loosely divided into colloquial and literary, the easy range of ordinary speech and the more elaborate one of literature. This differentiation as here made is vague, but sufficient for the present purpose, which is simply to note that we are not expected to "speak like a book," though such speaking is highly commendable when it is not too evidently elaborated or hesitant. Good colloquial language is practically the same as good literary language except that the latter, as being the product of closer study and careful revision, is much more particular in the choice and collocation of words.

The language of books and other writings is our present concern, and we leave the consideration of speech with merely an added suggestion that those who care enough may well read and ponder what scholars have said about it, such as the last chapter of A. S. Hill's book "Our English," published by Harper & Brothers.

Opinions differ greatly as to certain details of what constitutes good literary language, and it is not likely that we shall ever have a more stable consensus of opinion than we now have. Every one of the books of verbal criticism — many of them of excellent general quality — that used to be so plentiful, but have become so rare, contains bits of censure peculiar to its author and his adherents and not in accord with the best or widest scholarship. It may have been such conditions which induced the rhetoricians' unanimous demand for good English that its use of words must be reputable, present, and national. Of course they all amplify this by dissertations on perspicuity or clearness, appropriateness, force, ambiguity, and numerous other qualities which can not be separately considered here. All we need say is that every English expression is good English which does not violate any of the three general demands in its individual words or their construction, and that many uses of words are good locally even when they are not in accord with general use.

Verbal criticism is commendable when it is carefully restrained to real correction. But it is easy to carry it beyond the point of real usefulness and into the realm of actual obtrusiveness. Verbal critics have done much good in securing true correction of error that had threatened to become established. It must be, however, because they so often allow mere personal prejudice to assert itself dogmatically that their work in general is now largely discredited. However that may be, verbal criticism is not now so well accredited as it should be, nor so well as it formerly was, although evidence is not lacking of an old-time distaste for it, as in the following from "Don Quixote":

"I wish critics would be less fastidious, nor dwell so much upon the motes which may be discerned even on the brightest works: for, though *aliquando bonus dormitat Homerus*, they ought to consider how much awake he was to produce a work with so much light and so little shade; nay, perhaps even his seeming blemishes are like moles, which are sometimes thought to be rather an improvement to beauty. But it can not be denied that whoever publishes a book to the world exposes himself to imminent peril, since, of all things, nothing is more impossible than to satisfy everybody."

Good English is as worthy of strenuous effort for its preservation as any one ever asserted it to be, even to the extent indicated by William Chauncey Fowler in his preface to his Grammar as follows:

"The growth of language can not be repressed any more than can the genial activity of the human soul. Especially in our own country, in this 'wilderness of free minds,' new thoughts and corresponding new expressions spring up spontaneously to live their hour or to be permanent. . . In order to keep the language of a nation one, the leading men in the greater or smaller communities, the editors of periodicals, and authors generally, should exercise the same guardian care over it which they do over the opinions which it is used to express; and, for this purpose, they should be familiar with works which treat of its analogies and idioms, that they may understand what are the laws of normal and of abnormal growth, and by their own example and influence encourage only that which is strictly legitimate."

We may add to Fowler's "leading men," with some reservation, all proofreaders who are not mere trade workers, though even the best among them are usually not expected to indulge in language criticism enough to render them obnoxious. The ordinary trade reader may often make helpful suggestion, and to a certain limited extent it is his duty to do so. Even the thorough scholarly proofreader may do nothing by way of correction when an editor like Charles A. Dana oversteps the bounds of reasonableness as Mr. Dana did when he published the following in the New York *Sun:*

"'The story came from Ohio, where it had been given publicity.'— *New York Herald.* This specimen of clumsy and ungrammatical English is especially surprising in the *Herald*, where we are wont to find logical expression, and a clear and coherent employment of the vernacular. It is wonderful how much trouble writers will sometimes take to demonstrate their own ignorance and incompetence."

This was one of a large number of paragraphs which Mr. Dana published in close succession decrying the use of passives like "it had been given publicity," "they should be given representation," "he had been granted leave," when these expressions had long been established in current good use. He was thoroughly right in his opinion that "where publicity had been given to it" is better grammar than the phrase he criticized, but he must have known that the other was thoroughly established and beyond the reach of general correction.

TYPOGRAPHY.

Type is a vehicle for conveying ideas. Seldom, if ever, is it used for any other purpose. Therefore it is a matter of vital concern that type should convey the advertising message to the reader with the greatest possible ease. All reading entails physical effort. Most of it tires the eyes just as too much of it does. Minimize this effort and you invite the reading of your copy by making it easy.

Typography is worthy of the same attention that you have learned to pay to the matter of facilitating the process known as "getting the prospect's name on the dotted line." It is obvious that the prospect must read before he signs, and good typography insures a higher percentage of readers — result: a higher percentage of sales.

A design or ornament that makes a page more attractive, more interesting or more pleasing is a useful thing. It is well to remember, however, that the purpose of decoration is to assist the message in "getting across." Ornamentation that shouts for attention to itself and subdues the printed word is a hindrance and not a help.— *Postage.*

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Quotations.

C. M. M., Warren, Pennsylvania, writes: "As a reader of the Proofroom department of THE INLAND PRINTER I am asking you a question in order to settle a controversy. The writer contends that the periods and commas are in the correct place as printed on the within folders. I contend that when the quotation does not include the entire paragraph or sentence that the punctuation-mark indicates the end of, it should be placed outside of the quotes, while if the punctuation-mark indicated both the beginning and ending of the quoted matter that it would come within the quotation-marks. The supposition in the case of the periods in this instance is that the dash and colon do not make an end of the first part of the paragraph, but merely indicate a pause. Please advise us as to which is correct, regardless of what may be customary."

Answer.— The folders had single words quoted, with the comma and the period after the quote-marks. I have written of this so often that I need say little now. What is customary in such a matter is correct, and the custom is almost universal of placing such points inside. They look very bad outside, though often they are more logically so placed. Some people insist on the logical arrangement, regardless of esthetics, and when they insist they must have their way. My way is to put the points inside.

Writings on Proofreading.

W. I. O., New York, writes: "In your article on 'Proofreading and Its Problems' in the May issue of THE INLAND PRINTER you say, 'Much has been written about proofreading, and many writers have treated the subject very fully and intelligently.' Would it not be possible for you to print in your department a sort of bibliography of proofreading and so to let us know where all this material is? For myself, I have been very much interested in some of the articles you have written on the subject, and certainly would like to read whatever else has been printed. It has always been my impression that very little had really been written on the subject in proportion to its importance. Will you also, as soon as convenient, give your opinion as to the handling of capitals in display lines in advertisements? Do you think the lower-case line is better than a line of caps and lower-case? If you were to make a rule as to the capitalization of certain words in upper-and-lower-case lines, what words would you capitalize? So far as I know, there does not seem to be any standard of practice in this matter, but perhaps you know of one."

Answer.— I do not find it possible to give a satisfactory bibliography, because it is true that good books on proofreading are not abundant, although it is also true that much has been written about it. Most of this writing is in fugitive articles in periodicals, and I know of no record of them. Evidently book-publishers do not agree with our correspondent as to the importance of the subject, at least so far as real treatises on proofreading are concerned. The reading of proofs is mainly regular trade work, merely the verifying of the printers' composition, and depends largely on technical expertness acquired through trade experience. Aside from technicality, general education is necessary, and more needed than in almost any other calling as qualification for good work. Proofreaders can not have too much real knowledge, if they have the requisite practical ability of helpful, and not obtrusive, application of their knowledge. But this is general preparation, not part of the trade, and I mention it now mainly because it seems to be generally expected that a book on proofreading is to be a book on language, which I do not believe it should be. Mr. De Vinne's book, "Correct Composition," contains a useful chapter on proofreading; Benjamin Drew treated the subject fairly in "Pens and Types," published by Lee & Shepherd, Boston; Adèle Millicent Smith, Philadelphia, published "Proofreading and Punctuation" and "Exercises in Proofreading." I should be glad to hear from any one of other special books.

I can give even less satisfaction in the other case. Such matters are peculiarly liable to personal choice, and no standard of practice is known to me, save one that has become antiquated, but which I think much more reasonable than the present prevailing practice. Many more initial capitals are used now than formerly, and my opinion is that it is overdone. I can not specify beyond limiting the use of capitals to words of such prime importance that the capital letters serve for emphasis. A capital letter to each word, big or little, to my thinking makes an effect of unmeaning spotty appearance that is far from pleasing. Sometimes a line of clear lower-case serves well in advertising display, but the selection must be personally made. It is impossible for me to indicate any principle of choice for common acceptance.

Abbreviations.

P. M. D., St. Louis, Missouri, writes: "How should one write the inflected forms of O. K. and similar abbreviations? The undersigned has seen such, as far as the case of O. K. is concerned, in four forms, and he would like to know which one of these forms you would 'O. K.' The forms seen by the writer are: Okayed, O. K.d, O. K.'d, O. K'd. My objection to the second last one is the same as that in case of writing Dep't. Store — using apostrophe and period. I hold that in a case like this the most logical point to use is the mark of elision, the apostrophe, only, as there is not both an elision and an abbreviation. From similar premises it would seem to me that the most rational way would be to write O. K'd, O. K'ing, I. W. W'ism (I saw the latter printed I. W. W.'ism lately), *i. e.*, using the apostrophe only. Also, would it not be preferable to keep the letters o. k. down, or use small caps instead of caps? I have seen both the latter cases, and am not adverse to having them down, as they are verbal forms."

Answer.— My choice is the use of capitals, not lower-case or small caps, and both period and apostrophe. The period is necessary in O. K.'d and O. K.'ing, since there is abbreviation,

notwithstanding that dep't or dept. is right, either contraction or abbreviation, but not both. I. W. W.ism is what I prefer for this term, as far as I have a preference of form. I am nearly sure, however, that I should never voluntarily write any of them.

A Dissenter on Tense.

A reader, Wheeling, West Virginia, writes: "Here comes another busybody. I can not agree with you that the sentence 'He it was who was,' etc., discussed in the February number, is correct. To me it seems that the proper construction is 'He it is who was,' etc. We gather from the item that Mr. Knotts came through his Mexican experience alive and still lives. Therefore he not only was, but is. You would hardly introduce him at a public gathering as 'He it was who was.' Had he died at the hands of Villa we might quite properly say 'He it was who was,' but while he lives he is."

Answer.— Notwithstanding the fact that the man is living, and is the man who was in Villa's clutches, the correct statement is that he was the victim at the past time spoken of, and it would not be right to say that he is the man in speaking thus of what was done. Of course he still is the man, but equally of course he then was the man. In telling what happened in time past it is right to use the past tense.

The Proofreader's Duty.

C. E. G., Pontiac, Michigan, writes: "As usual I find the day force and the night force on the outs. Our trouble seems to be over the duties of a proofreader. I at night maintain that the copyholder should assist in a very large way, such as revising or at least making out job envelopes or marking her copy while I mark my proof as to where lines are left out. The day proofreader maintains different and by her so doing only produces half what I do in eight hours. Which is right? And really what constitutes a proofreader's work, also copyholder?"

Answer.— It is beyond my reasoning power how trouble can arise over the duties of a proofreader or a copyholder. I strongly suspect that such trouble is possible only among those who can write such slipshod English as the last part of the letter. The proofreader's work is primarily that of reading proofs to eliminate errors, and the copyholder's is that of acting as the reader's assistant. Some incidental duties are not uncommon, but details of handling the work vary greatly in various places. The foreman or employer who cumbers his reader the least with small details gets the best result in actual reading. It is advisable that those in charge be very cautious about entrusting revising to copyholders, for most of them are not qualified to do it well. I can not say any more except that it is *not* part of a proofreader's duty to watch what other readers do as to quantity. Such matters rest with the individual worker and the employer.

PROMINENT SPEAKERS AT ANNUAL CONVENTION OF TEXAS TYPOTHETAE.

The annual convention of the Texas Typothetæ, held at Galveston, June 14 and 15, was not all given over to the humdrum of business, nor were the delegates compelled to listen to tiresome speeches from persons unacquainted with the problems of the printing fraternity. Instead, prominent speakers who knew how to instruct as well as entertain, were on the program.

Charles L. Estey, director of the advertising bureau of the United Typothetæ of America, talked on the subject of "Business Building for the Printer." He laid stress upon the great value of new ideas being inculcated into the printing industry, saying that business men constantly need new ideas in conducting their advertising business, and thus it is the pressing business of printers to give more time to the study of creating new ideas in printing and less time to the "jobs."

E. C. Palmer, of New Orleans, and Charles Schoff, of San Antonio, discussed the subject, "The Paper Situation." Their discussions brought out the full history of a piece of paper from the time it was growing in the forest until it entered the printing press. Mr. Palmer predicted no decreased cost of news print paper in the near future.

"Advantages of Appraisals for Printing Plants" was the subject of an address by Leon H. Kerberg, of the Lloyds Appraisal Company, of Chicago. He emphasized the grave importance of and necessity for the appraisal of all printing plants, not only from the standpoint of protection or insurance adjustment, but for cost finding purposes as well.

R. C. Dyer, of Dallas, talking on the subject of "Fire Insurance and Printing Plant Riders," explained the importance of proper fire insurance containing riders covering every part of the printing plant.

O. H. Mickel, secretary of the Employing Printers' Educational Association of San Antonio, told "What the Texas Typothetæ Can Do for the Texas Printers." He dwelt on the great possibilities of an industry which is fostered by a strong association to encourage a feeling of friendship between employing printers and allied employing trades and to develop a spirit of coöperation. Mr. Mickel's speech was so interesting that a lively discussion was started which lasted until the close of the session.

H. H. Orem, of the Houston-Galveston Typothetæ, talked on "Cost Finding for the Small Plant," and in the course of his speech he explained in detail the simplified system for obtaining true costs in small country shops.

E. L. Steck, of Austin, took for his subject, "Cashing In on the Convention." J. Gillespie, of Houston, responded with a recital of what is being accomplished in the organization work in Houston, and the success that the organization is having in all parts of the State.

Other speakers of note who were on the program for addresses were: Joseph A. Borden, general secretary of the national organization, and A. M. Glossbrenner, of Indianapolis, who spoke on "Selling the Printing Business as a Vocation." S. N. Ransopher, of the University of Texas, related some of the accomplishments of trade schools in his State. "Educating Salesmen and Estimators" was ably discussed by Oliver L. Wroughton, secretary of the Graphic Arts Association, Kansas City. Roy T. Porte, president of the Porte Publishing Company and proprietor of the Franklin price list, talked on "Modern Merchandising of Printing." Mr. Porte is a forceful speaker and knows how to handle his subject.

The official name of the organization was changed from the old designation "Texas Typothetæ" to "Texas Typothetæ Federation."

Another change divides the State into nine separate districts and provides for the appointment of a vice-president for each new district, who will be the representative of the federation in that territory to carry out the definite standard plans of the organization activities. The president of the State federation and the vice-presidents who happen to be from different districts will serve as representatives of their respective districts under the new plan in addition to their regular duties.

Boat rides, dinners, dancing and automobile rides were provided as entertainment for the delegates and guests.

A TYPOGRAPHICAL ERROR.

"Well, that's enough to try the patience of Job!" exclaimed the village minister as he threw aside the local paper.

"Why, what's the matter, dear?" asked his wife.

"Last Sunday I preached from the text, 'Be ye, therefore, steadfast,'" answered the good man; "but the printer makes it read, 'Be ye there for breakfast.'"—*London Tit-Bits.*

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

An Etching Marathon.

That was a good idea of the framers of the Cleveland photoengravers' program to have the promoters of three schemes for etching plates follow each other on the same day, each one bragging about his own baby to the limit of his ability. Is it not possible that future conventions will improve on this idea by inviting all etching machine promoters to a "speed plus quality" etching contest, all machines to be given duplicates of the same subjects to etch? Then the speed at which they corrode the metal, the amount of etching solution used, and above all the quality of the finished etching, will be considered in the award, the prizes being the publicity the machines would get. Horse racing is barred in some States. Pie and clam eating contests would hardly do among gentlemen engravers, so that for a little excitement as well as instruction at a convention the above is suggested. Of course this could be followed by camera contests, electric light races, dry and wet plate bouts, etc.

Color Blocks Give No Trouble Here.

"Printing House Superintendent" writes: "We have no trouble with color blocks. We even print three and four color blocks in the same form with the same colored inks."

Answer.— The way I figure it out is this: When the photoengraver is proofing up his plates he uses any old yellow, on which he prints his red and blue. If he finds the result too red he adds a little blue to his red, and if it is too blue he adds a little red or some white toner to both red and blue. We manipulate the strength of the inks at the fountain, or by lowering the impression on some blocks and strengthening it on others. We get satisfactory results on the magazines we print, so that I think all this talk about not getting proper process blocks is like what Mark Twain said about the rumors of his death: "They are greatly exaggerated."

Combination Line and Halftone.

J. P. Segur, Detroit, encloses prints from a mail order catalogue illustrating fashions, furniture and various household requisites. These are engraved through a combination of line and halftone, all silhouetted and vignetted. Some of the engravings have but little line work, while others have considerable. The writer wants to know "how the halftone and line portions were joined together."

Answer.— The combination of the line and halftone engraving shown in these exhibits was done in the negatives. Halftone and line negatives were made from all the copies, then patches of halftone were inserted in some of the line negatives and in other cases patches of line negative were inserted in the corresponding halftone negatives. The silhouetting was done by the engraver and finished by the router. Much of this work could be done in a simpler manner by retouching the negatives, in fact all of the vignetting and the silhouetting as well could be performed much more easily by stopping out the backgrounds with opaque. In the early days when portrait photographers went into photoengraving they brought training as negative retouchers with them, as well as the negative retouching stand. The retouching stand would today be a most valuable aid in the simplification of combination platemaking.

Engravers Are Also Color Printers.

"Printer," New York, says: "I do not agree with Mr. Grotz in the May Inland Printer that the photoengravers alone can standardize process inks. We receive color process blocks from several engraving houses, and no two sets of them are proofed up with the same hues of ink. So how are they going to agree on a single set of inks?"

Answer.— The chairman of the photoengravers' committee on the standardization of process inks is both a color block maker and printer, in fact many of the greatest color printers are also color block engravers, so there is no fear of the printers' viewpoint being neglected. If engravers could get standard electric lights, standardized color filters, lenses, dry or wet plates, and if it were possible to standardize the operations at every step, but above all if we were to find two persons with precisely the same color perception, then we might begin to talk about standardization with some certainty of its realization. We will know more on this subject after the photoengravers' convention.

Developing Wet Plates: A Theory.

Ralph Grenell, Detroit, kindly offers this department a theory regarding wet plate development with iron sulphate, which is in brief about as follows: Instead of having the iron sulphate solution test 18 or 20 by the hydrometer he recommends that it test 28 degrees, and then add 4 ounces of glacial acetic acid to a gallon of developer. In the winter the hydrometer test may be increased to 30 and in the summer reduced to 25. It has been found, he says, that 18 seconds is the maximum time a wet plate may be developed without "dirt" forming between the dots. The minimum development time is about 6 seconds, if less than that the dots are too weak and will not intensify properly. The best average time of development is therefore 12 seconds. It is not necessary to develop 12 seconds on every exposure. I am showing a method for developing that will keep the negative clean and give a standard development time to work to.

Answer.— This reads very well as a theory and negatives can be developed that way, though it would be unfortunate if the operator should get the idea that the nearer he came to developing a negative in 12 seconds the better the negative would be. The writer has found that such quick development gives a coarse grained deposit while a slower development gives

a finer deposit which is preferable. The writer has also developed and redeveloped negatives taking minutes to the operations without what Mr. Grenell calls "dirt" between the dots. This was done by the addition of a small quantity of gelatin or glue treated with sulphuric acid added to the developer in place of the acetic acid. Formulas for this developer have been given many times in this department. Besides giving an exceedingly smooth edged dot, it provides the operator plenty of latitude in case of over or under exposure, and the intensity of the dot is so much greater that it saves much silver in the intensifying operations.

Rubber Cement for Mounting Photographs.

Not every photographer knows that the rubber cement used for stripping negatives is valuable for mounting photographs in a pen and ink layout, with the advantage that the photographs can be easily removed after the negative is made, and the same frame or layout can be used over and over again. When paste is used for mounting, it is next to impossible to detach the photographs from the layout without destroying either the photographs or the mounts, or both. With rubber cement all that is necessary is to trim the photograph to the size wanted to fit in its place in the border. Coat the back of the photograph, and also the face of the mount where the photograph is to be placed, with rubber cement. Let the rubber cement dry until firm, then press the photograph in its place, when it will be found it adheres firmly. Should any rubber cement be left on the mount or on the face of the print it will roll off by rubbing with the finger. To remove the photograph afterwards, if it does not come off readily by raising a corner with a knife point, moisten the face of the photograph with benzine on a wad of cotton; the benzine dissolves the rubber and releases the photograph almost instantly. The benzine evaporates and leaves the photograph uninjured.

As to the Standardization of Process Inks.

William J. Wilkinson, chairman of the Committee on Standardization of Colored Process Inks, in his report at the photoengravers' convention, called attention to some of the reasons why standardization was not only impractical, but, above all, inadvisable. A few of his reasons are as follows: "The methods of producing plates vary in nearly every instance; no two engraving houses use the same lenses, color filters or photographic plates, and consequently what would answer in one case would not do at all for the other. So I think it would not only be impossible but unwise and inadvisable to fit a standard for color process inks by mere theory without being able to standardize all methods, materials and instruments used for the production of the plates. The standardization of all these items would, in my estimation, be impossible and perhaps undesirable, for it would eliminate much of the individuality of each concern, which I think would tend to be detrimental to the craft as a whole."

Printing From Large Negatives on Stone.

"Engraver," Cincinnati, writes: "I want to make a print from a negative on stone occasionally to accommodate a lithographer friend who has a 'bug' about some new grain process he has invented. I can not handle a litho stone in my printing frame. Who makes the best frame for stone printing and what are the sizes and prices?"

Answer.— Apply to the maker of your pressure printing frame for prices and sizes of a pneumatic frame for stone printing. For an occasional experimental print you will not require a frame to print on stone. Your line negative is stripped from its glass support as usual, in order to reverse it. Have it thoroughly dry. Sensitize the stone with bichromatized albumen or glue, and when it is dry cover it with either castor oil, sweet oil, olive oil, or vaseline. The stripped negative is laid in its place on the stone, a piece of paraffined or other transparent paper is laid upon it, and with a soft squeegee, working from the center to the edges, the negative is brought into intimate contact with the sensitized stone, being careful not to allow the negative to wrinkle. Expose to sunlight or electric light, after which flood the negative with benzine. Peel the negative carefully from the stone, wipe off the oil with a soft rag and benzine, roll up with litho ink and develop with water as usual.

Fogged Wet Plates.

"Operator," Boston, writes: "There is a fog comes on my wet plate negatives that 'gets my goat.' Have had many years experience and am just now on a new job and this trouble came with it. I know that adding acid to the bath will cure a surface fog and that a bum bath or developer which is too warm will also give it. A camera with a pinhole puncture, a light leaking plateholder or darkroom will show in light struck negatives. None of these is the cause of this fog. We are in a dirty old building that the board of health should have got onto long ago. The darkroom is beyond the possibility of cleaning up. This fog I notice is worse on warm damp days than on dry days. I can remove the fog from the negatives with wet cotton. This takes time and I don't get the density I want."

Answer.— This fog is most likely due to fumes coming through the floor around the drain pipe or through the trap in the sink. Remove the bath to some other darkened room. Sensitize and develop a plate there, and see if the fog occurs. The writer has known fog to occur in one darkroom and not in another on the same floor, though they were not twenty feet apart. Such fogs will come from gas fumes of several kinds. This looks like a job for a plumber, after the health department has made an investigation.

COMMUNITY FARM CALENDAR.

BY J. T. BARTLETT.

Local merchants in numerous farming communities will be found willing to coöperate with a county farmers' association, or other agricultural organization, in the adoption of a community calendar such as Arthur, a Wellington County, Ontario, district, has found very valuable. The idea is, briefly, the substitution of one style of calendar, particularly designed for local value, in place of the numerous designs ordinarily distributed by local stores. A blank space is left on the community calendar in which private firms may have their cards printed.

In Arthur practically every house within six miles of the village has the community calendar. The plan was worked up by the district representative, R. H. Clemens, in coöperation with the Board of Trade, by merchant members of which the cost was principally borne. The makeup of the calendar is frankly aimed to make it an aid to organized agriculture. On a large dial, for example, on which each month has a space, dates of outstanding importance locally are printed in red, and the reason mentioned. In October, the Fall Fair, occurring on the 8th, gets prominence. For December, striking red ink announces that the Horse Fair will be held on the 16th, the Christmas Poultry Show on the 17th and 18th, the Seed Grain Exhibit on the 19th. Every month in the year is treated in a similar manner. On the back of the calendar is printed a condensed report of the objects accomplished by the district representative during the previous year, and reasons given why the fuller coöperation of local farmers is deserved.

Few will deny that the intrinsic value of a calendar thus adapted to local use is double that of the ordinary calendar. The opportunity to develop just such a calendar waits in thousands of American localities. It serves the interests of all.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Halftone Blurs With Excessive Ink.

A Nebraska concern sends a circular with a square finished halftone with dark brown background, printed on a platen press, and asks why the blurred effect is so prominent.

Answer.— Owing to the excessive amount of ink carried, we are unable to state why the blur occurs. We suggest that you see that the rollers, three of them, do not slide, and that you try double rolling several of the impressions to see if any change is noted. We can not see that the overlay is at fault.

Embossing on Wedding Bristol Board.

An Iowa concern about to engage in commercial embossing wishes to know the relative value of embossing board and the compound. The work is to be done on a platen press.

Answer.—In regard to embossing of designs on wedding bristol on your platen press, if the plate is not too large we believe that fairly sharp relief may be secured. The only way to know definitely the relative value of the embossing compound and the board would be to try them out under approximately similar conditions. We should be interested to know this for our own information. Doubtless you know that in embossing on a platen press the embossing plate should be locked below the center of the chase.

High Class Embossing Is Out of Register.

A Wisconsin concern doing a line of high class embossing sends a sheet having a number of specimens of embossing and printing in colors. The work is excellent, both in printing and in relief, marred only by bad register, which is the reason for sending in specimens. It appears that some dispute has arisen as to the cause, and our advice is sought.

Answer.— The probable cause of your trouble, in our opinion, is due to change in dimensions of the stock. We make this statement after noting particularly that your man has checked up on the feeding of the bronze impressions. We judge that there is a possibility of the various lifts or cuts of stock not being kept together. However, we do not know your method of handling jobs in two or more colors. Our advice is that when the stock is received from the paper cutter it be kept in blocks just as he takes it from the machine. Sometimes it is in reams, and again if it is thin paper it may be in cuts of a thousand sheets. At any rate, have the feeder and the pressman keep the stock in that way. Another point is that owing to a slight error in cutting, the paper may not have feeding edges that are at perfect right angles. Hence, if one impression is fed to a side guide, which we will say may be only one-half inch removed from the previous impression, it will not register properly, owing to guide edges being a mere trifle out of true right angles. Of course, we believe that your man has examined into each detail that concerns the actual feeding, and that the guides had contact in identical position in both the bronzing and embossing feedings. The statement you make calling attention to the register being good at times and then being out, suggests the possibility of the exposed sheets in a pile having either stretched or shrunk since they were bronzed. The fact that the stock is coated should to some extent minimize this evil, but in default of any apparent cause we believe that the change in stock dimensions is a probable reason for your trouble. This cause is no doubt the hardest one to trace out. Perhaps your pressman had given it no thought. As a preventive we would suggest that the stock be kept in lifts as far as possible, and if it is racked for drying that each rack of printed stock be covered by waste sheets so that the stock will not be exposed to atmospheric changes. The foregoing is all we can advise in the absence of exact data.

Slurring on Blank Voucher.

A country pressman sends a sample voucher printed on bond paper showing blank lines with slurred effect, and desires a remedy.

Answer.— In preparation of the press for a job of this character use three or four sheets of thin smooth manila, and one thin hard packing sheet. Make the form ready with the hard packing beneath all. After the form is made ready place the hard packing sheet just under the top sheet. If the tympan bales hold the tympan firmly, it will not become baggy, which is one of the causes of slurring. If for some reason the slurring continues, stretch twine from one clamp to the other, and pass the strands through the form in such a manner that the type or rule will not print on them. When securely fastened to gripper you may then cut bits of cork to attach to the twine so that the sheet will be pressed firmly to the platen in the area of the slurring or adjacent to it. To make the cork effective in reducing the slurring, cut it thick enough to give pressure from the edge of slugs or furniture adjacent to the slurring rules. Make slits in the cork for two strands of twine, as this is an effective way of holding the cork.

Irregular Register of Work Due to Changes in Stock.

A Minnesota publisher sends specimens of printed sheets accompanied by the following letter: "Am sending you four sheets marked with a lead pencil that were run on a —— press. These sheets came out of the press in the order that they are numbered. The stock that these sheets were run on has been in our basement about ten days in boxes as they came in the original shipment. Our basement is as warm as our pressroom upstairs, with the exception that it has in it the steam heating plant which heats the building, and the boiler blows off at various times during the day, thereby causing the basement to be considerably damper than the pressroom. Please advise me whether that would make any difference in the registering of this job or whether it is a case of poor pressfeeding, although I am quite sure that these sheets were fed up to the pins at both times going through the press."

Answer.— We are unable to state from an examination of the sheets whether the cause of bad register is the unseasoned state of the paper or the manner of feeding. However, we

judge from your statement that it is probably due to the stock. Paper that remains in a cold or damp atmosphere for a long period is likely to absorb sufficient moisture to cause a bad register, especially if the paper is printed one day on one color and remains in a room that may be fairly well heated, which will cause a slight drying out of the stock, with the result that it has shrunk possibly as much as one-sixteenth of an inch the short way. You can prove this out to your own satisfaction by taking a sheet from a bundle of stock that has just been opened up. Print on it, being careful to feed it to the guides. Hang up the sheet in such a way that it has access to the air without being near any source of artificial heat. After four hours feed the same sheet to the guides, and print again. Doubtless it will not register accurately, owing to a slight shrinkage. In the cases of the specimens you sent, if the register is irregular, first in and then out, it may be due to the fact that all exposed sheets have had altered dimensions owing to expansion or contraction, the former where in contact with moist air, the latter if the air was dryer. In a job of the kind you are having difficulty with, it might have saved trouble had the forms been run simultaneously on two presses. Of course, if you have but one machine this is out of the question. In such a case, all stock should be kept covered, both before being placed on the press and after it is printed upon, using waste sheets and old wrappers. It is always a good plan to have the stock for register jobs opened up and in the vicinity of the press for at least a week before printing, in order that it may be seasoned. In some cases a week is not sufficient time to season.

Irregular Speed Caused Variation in Register.

A. Maresch, New York, writes: "According to my opinion, your answer to the Indiana pressman as to whether colorwork will register if printed on two presses, is correct, except for the statement 'We can not see that any difference can occur even if the speed varies.' I printed a two color job on two different presses which were in good condition, but still it would vary one-half point. The trouble was caused by the electric power, which at times drove the second press at the rate of 1,300 an hour, and at other times 1,350. When a uniform speed was maintained the trouble ended."

PLATEN PRESS PRODUCTION.*

BY JESSE S. SKINNER.

THOSE of you who have attended the Monday noon meetings have learned from the discussions on press output of the widely varying opinions held by our members in regard to that subject. We have heard from the printer who has enjoyed an output of 2,000 impressions an hour from a hand fed press — and he was not alone, for, if I remember rightly, there were quite a few among us who laid claim to the same or a greater output. From the figures given, the opinions on output range down as low as 500 an hour, or thereabouts. Now, gentlemen, what are the facts? What do our actual and carefully kept records show?

Let us get down to figures and not rely upon hazardous theory or upon the phenomenal speed shown by our pressfeeders upon a Saturday morning in their wild effort to finish the job by noon so they will not miss a minute of their well earned half day off. Job presswork may be classed in five groups or classes of work to each size of hand fed press of which there are, in the average shop, four sizes, 8 by 12, 10 by 15, 12 by 18 and 14½ by 22. For our purpose, we may safely class the sizes as follows: 10 by 15 and smaller, 12 by 18 and 14½ by 22.

*An address delivered before the Ben Franklin Club of St. Louis by Jesse S. Skinner, vice-president of the Buxton & Skinner Printing and Stationery Company.

The comparatively recent installation of the Miller feeders in most printing offices has made the automatic fed press as much of a standard equipment as the hand fed press. It must be reckoned with in any discussion of job press problems. There are, of course, other varieties of automatic jobbers in many plants, and the records of such machines will be taken up later.

The five groups or classes of work may be roughly described as follows:

Class A.— Cheaper grades of billheads, letterheads, noteheads, envelopes, cards, tags, labels, circulars without cuts, and plain type forms in black ink only.

Class B.— The higher quality of the items listed in Class A requiring careful work, containing line cuts and type in one color, colored ink in a single color, rulework, forms with perforating rules, and plain work in two colors, not requiring register.

Class C.— Jobs with square or outline halftones, no vignettes, registered colorwork, solid tints not requiring double rolling, forms with numbering machines, imprinting booklets.

Class D.— Halftones, vignetted, squared or outlined, on coated paper, and covers printed with cover inks, double rolled solid, colorwork in close register.

Class E.— High grade halftone work or fine colorwork from process plates, extra heavy forms of cut or tint work, embossing and bronze sizing, work that requires extra care and more careful handling.

I have compiled a table of make ready and production averages for the above groups for the three sizes of hand fed presses. These records, I believe, may safely be taken as guides, understanding, of course, that they are averages. The make ready time is expressed in hours and tenths of an hour:

Press Size.	Class A.		Class B.		Class C.		Class D.		Class E.	
	Make Ready.	Impressions per Hour.	Make Ready.	Impressions per Hour.	Make Ready.	Impressions per Hour.	Make Ready.	Impressions per Hour.	Make Ready.	Impressions per Hour.
10 by 15 and smaller...	4	1,100	6	1,000	1.	900	1.5	700	2.0	650
12 by 18.....	6	1,000	8	900	1.2	800	2.0	700	3.0	600
14½ by 22.....	8	800	1.2	700	2.0	600	3.0	550	4.0	500

If necessary to slip sheet on Class D or E work, the output will be reduced 200 an hour.

It is possible, of course, on occasional jobs to far surpass these figures, but such jobs are the exception and not the average. In compiling a table such as this, it must be based on average performance or it becomes unsafe to use in making quotations.

We are in the printing business to make money, and it should be our endeavor to play safe and underestimate our production by a safe margin. We have to deal with the human factor and with a certain element of chance. A job may be delayed by one of a hundred causes, and if the bids are always made with the hope of getting a maximum output, the printer so doing will never get his nose off the grindstone.

Don't fool yourselves — keep records, and know! The Miller fed jobbers have an average output per running hour on all classes of work of 1,500. The Standard automatic press averages 2,000 per running hour, the Kelly press 2,500 per hour, and the Harris automatic 3,800 per hour.

It is the custom in most printing offices to keep records of press output, covering all classes of work. As a result, the averages obtained are of little value for the purpose of estimating. It would be much better, in my opinion, to establish a number of classes or groups, so the records of similar kinds of work may be kept separately. To do this, of course, requires some extra trouble, but the results are of definite value.

NEWSPAPER WORK

BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter and stamped self addressed envelope enclosed when reply is desired by mail.

Some Features and High Lights of the Thirty-Fifth Annual National Editorial Convention.

Not in attendance, but in progress toward better organization and in results for the benefit of the newspapers of the country generally, will the record of the thirty-fifth annual convention of the National Editorial Association go down in the history of the association as one of the best.

Boston, "dear old Boston," entertained the association this year, from May 31 to June 5. We say entertained. Never, we believe, have more or better entertainment features been provided for this association and carried out with more promptness and careful detail than were enjoyed by the three or four hundred publishers and their ladies at this Boston meeting. Every hour not given to the business programs was used by the hosts to entertain and interest the visitors, and truly the latter feel grateful for all the favors bestowed and for the attentions given them by not only the officials in charge, but by the people of Boston whom they met during their stay in the city of the Pilgrims.

Chicago, where some 125 of the editorial party bound for Boston gathered on Saturday, May 28, also showed the visitors many attentions and provided some rare features of entertainment, among which was a luncheon at the Morrison Hotel, at which Victor Lawson, publisher of the *Chicago Daily News*, personally met and greeted each visitor with a hearty hand shake. This luncheon was featured by fancy ice skating and vaudeville entertainment new to most of the visitors. And it was all provided without ostentation by the genial manager of the Chicago branch of the Mergenthaler Linotype Company. A committee then provided automobiles and took many on a short ride and to the station of the Grand Trunk railway, where a special train waited to carry the whole party to Boston without stop or delay.

Reaching Boston on the morning of Monday, the 31st, the people on the special train were hurried by automobile to old Faneuil Hall, where the rest of the association members and their guests had gathered for the first session of the 1920 convention. Addresses of welcome and responses were made, President Edward Albright's annual address received, committees appointed, and the convention program officially started.

Committees later escorted the party through the streets of old Boston, to the scene of the Boston massacre, past the old mint to the Old South Church and the ancient cemetery where lie many of the famous dead of revolutionary times, across Boston Common and the Gardens to hotel headquarters. Then followed refreshments and rest until the afternoon meeting.

Porte, Chappel, Hardy and Dodge.

This quartet of men of great note among the publishers of the country were on the program for Monday afternoon. From this one meeting was gathered enough of value to more than pay all those who were really interested in the newspaper publishing business for their time and expense in attending this annual convention.

R. T. Porte, progenitor of the Franklin Price List, now regarded as a standard for job printers in most of the newspaper and small job printing shops of the country, was the first speaker. He pleasingly told of his price list, how it had grown to its present popularity and the value it has attained in the printing industry, as testified to by numerous letters he read from users. Philip T. Dodge, president of the International Paper Company and of the Mergenthaler Linotype Company, was present and spoke vigorously regarding the print paper situation. First, Mr. Dodge cited the example of Mr. Porte, favoring for the printing industry a price list and a cost system that take account of all matters of cost and provide for a profit. That is only what the print paper manufacturers are doing now — providing for a profit in place of the losses they endured during the lean years. The demand for paper at the present time, he said, is more than the production. Until 1914, he said, there was ruinous competition among the mills. When paper sold as low as $1.80 delivered, the mills could get no coöperation from the publishers. The mill owners saw that this would lead to disaster and called a meeting of the manufacturers together with the large newspaper publishers. A bill was presented to remove the tariff on print paper, but in the bill was a condition that pulp wood should also come in free. At the last moment the latter condition was cut out of the bill. Now the Canadians have prohibited the exportation of pulp woods. If that condition had gone in the newspapers would have paper today. Canadian mills have grown, but there has been no growth of United States mills, "and not with my consent will our mills ever put another dollar into American mills." He said that mills are being built in Canada, where the papermakers have large timber holdings, but he sees no hope for development of the paper manufacturing industry in this country. Mr. Dodge told of the greed for paper supply by many of the large papers which have big contracts, and said his company had not sold a pound of paper for more than 5 cents up to this time. He blamed brokers and speculators for the high spot market, and advised small papers to organize and buy news print through associations in such quantities as the members need, and distribute it economically. He sees no aid to the news print situation in the Underwood bill or any other legislation proposed at this time, except that organizations of smaller publishers may get large publishers to release a small percentage of their contract paper or have the postal laws restrict the size of the large publications.

"If small organizations will come to us in time we will contract with them and see that they get paper." Mr. Dodge declared the vital question today is production in all lines. He advised all to stand for the open shop and decried government

interference with industry as bad business. When asked if there is not some substitute for wood pulp in the manufacture of paper, Mr. Dodge declared there is not at this time, saying that experiments have been made with many so called substitutes but nothing has been found that will take the place of wood.

Congressman Guy U. Hardy, of Colorado, past president of the National Editorial Association, spoke on the zone postal system and the revision of the constitution of the association. He believes the newspaper men must help make the papers pay for the service in carrying them, and that the increases in postal zone rates as now provided in the law are the only way the department can meet this expense. He favored several vital changes in the constitution of the National Editorial Association to make the organization pay its own way and for the executive secretary. Among other things he declared for a $10 traveling fee as well as a $5 convention fee for all who take in the great annual pleasure trips at such low cost.

The first banquet of the Boston meeting was given to the editorial party on Monday evening at the Copley Plaza Hotel — a truly elegant affair, with Governor Calvin Coolidge of Massachusetts as the principal speaker.

Tuesday at Plymouth Rock.

Tuesday of convention week was a real pleasure day, perfect in point of weather and in every detail. A beautiful steamer, the "Rose Standish," afforded ample accommodations for everybody, and genial Bostonians full of information and pride of their city and its environs pointed out each historical spot, from Plymouth Rock where the first pilgrims landed and founded the colony that grew into the permanent America of today to the place of the Boston "tea party."

Wednesday's Business Sessions Were Good.

Jason Rogers, publisher of the *New York Globe*, was the first speaker on Wednesday's business program, which was held in the lecture room of the Boston public library. Mr. Rogers' theme was "The Possibilities for Increasing General Advertising for the Smaller Newspapers of the Country." This subject he handled down to brass tacks. He said he is working for the small-town newspapers and is coöperating in every way to get them the business he knows they merit as the most effective advertising media. He said that we all sell our advertising and our newspapers too cheaply to enable us to make as good newspapers as our people are entitled to. On the print paper question he said if we don't knock the spot paper market out we will be paying 15 and 16 cents a pound for paper. The big fellows can protect themselves by placing large contracts, and they will take all but a small amount, on which the rest of us will bid against each other. "We will force the big fellows to coöperate through Washington," he said. "There is no sense in the metropolitan paper using twenty-four pages except on Sundays, and thirty-four on Sundays. It is insanity to do more, and if we continue to do it we are going to ruin the whole industry." He told of the way in which he and his paper knocked the fish market in New York by chartering a trawler and getting fish on the market at one-fifth the retail price.

President Edward Albright was instructed by motion to appoint committees on memorial, on credentials, on auditing and on nominations, such committees to present their reports at the proper time, which they did at the final session on Saturday morning.

Hon. H. H. Gross, of Chicago, was a second noted speaker on the Wednesday program, and he presented the subject of compulsory and vocational training. He read a paper on the question, which will be published in the convention reports.

Courtland Smith, of the American Press Association, New York, was a vigorous and entertaining speaker on the subject of government advertising. He criticized the free publicity that was sent out by the Government during the war, and which is now given out broadcast, and said that not until the army and navy departments sent out paid advertising did they get the attention of the public. He branched off to the subject of political advertising, and declared that publishers should be compelled by law to take such advertising for all parties. He said that as a result of a questionnaire sent out they had ascertained that ninety-two per cent of the papers of the country will accept advertising for any political candidate that is paid for. As to print paper, he said, "You are up against a trust — you are going to get it in the neck. The trust controls both the production and the price, and will decrease the production any time there is a decrease in the demand." For this condition he said there are two remedies — one is long and tedious — and that is to use some substitute for wood pulp in papermaking. Another is for publishers to get together and buy mills of their own, or coöperate and buy coöperatively. One sure remedy, he said, is to get a law passed making a parcel post rate of one cent a pound for print paper and allow it to be mailed in as high as seventy pound lots to any part of the country at that rate. The big papers, he said, will not stand for any reduction in size, and they "will get your free-in-county rates if they can." He said he was confident that Congress will pass a bill for a parcel post rate of one cent per pound for print paper.

"The Value of Country Correspondence in Building Circulation" was the subject of a real newspaper shop talk on Wednesday afternoon that was much appreciated by those present. H. U. Bailey, of the Princeton (Ill.) *Republican*, member of the executive committee from Illinois, presented the subject. Readers of THE INLAND PRINTER will remember that in the Newspaper Work department several months ago was described Mr. Bailey's system of maintaining a corps of twenty-eight correspondents without paying them anything directly in cash for the service. He told in detail how he does this through working on the pride of the different communities served by his weekly newspaper, so that in each community there is always a waiting list of capable persons who will write the news of the localities for publication.

Two other topics, not strictly newspaper discussions, were given Wednesday afternoon, one by Dr. Thomas E. Greene, of Washington, D. C., on American Red Cross appreciation of the newspaper help and influence in whetting public sentiment to the point of supplying the Red Cross needs during the war. He said it was high time that this appreciation was acknowledged, and as one of the heads of that important work he now deemed it a privilege to express it. He also called attention to the opportunity that is still presented for patriotic and helpful coöperation of the newspapers in furthering this work for humanity.

F. E. Hadley, of Minnesota, was not able to be present to handle his topic, "How the Country Paper Is Combating Disloyalty," but sent his paper which will be published as part of the proceedings of the convention.

The big gun of the session, and of the convention, perhaps, was John R. Rathom, of the Providence (R. I.) *Journal*, the man who exposed the Bernstorff propaganda and intrigue before America entered the war, and afterward. Mr. Rathom was given a splendid audience and a real opportunity for sound counsel and advice to the newspaper men as well as to the many Boston guests who were present at the banquet given the editors at the Boston City Club on Wednesday evening. A man of broad mind, but strict ideals of public and political integrity, Mr. Rathom cut deep at times, and frequently aroused his audience to applause. Joe Mitchell Chappel and several other speakers were also called upon and helped make this banquet tendered by the Boston Newspaper Publishers' Association a memorable one.

Thursday Another Excursion Day.

The north shore of the Massachusetts coast is one continuation of wonderful development, with surprisingly beautiful resorts and grand estates. Out through the city, around famous Harvard University and up along this north shore, the editorial party was taken in auto busses on Thursday of convention week. It was an all day excursion, and was so interesting as to be voted one of the best entertainments of the stay in Boston. The noon luncheon of that day was especially enjoyed for its cordial atmosphere and the excellence of the refreshment provided at the clubhouse of the United Shoe Machinery Company's great plant at Beverly. Nothing finer could have been arranged for the visitors to make their experiences here worth remembering.

Talks on Two Big Business Problems.

Friday forenoon was again given to business of the convention, sessions being held at the lecture room of the library. Two of the greatest speakers of the whole week came on that day — James O'Shaughnessy, managing director of the American Association of Advertising Agencies, and Hon. C. Price-Green, industrial commissioner of the Canadian National Railways. Mr. O'Shaughnessy left much of value for the business editor to consider, and some of his suggestions will be discussed later in this department of THE INLAND PRINTER. One recommendation he made was that the smaller newspapers of the country should provide themselves with some means for making good cuts in their own offices. He explained that nowadays newspaper stereotypes or electrotypes cost so much that big advertisers find it easy to disregard the smaller papers and go to those which can use matrix service. He pointed out that whereas a plate for a page advertisement costs the advertiser $4 in large quantities, to which should be added 50 cents for packing, and also a charge for shipping, making it about $7, or an average of at least $6.06, matrices for the same page advertisement can be made for 40 cents, packing and shipping expense amounting to an additional 40 cents. Thus, if a page of space costs the advertiser $28 in a country paper, the cut adds $6.06 to this cost, making it $34.06. In a large daily paper or magazine the cost of the space might be $2,500, and the cost of a matrix only 80 cents. In the first case the cost of plates is enormous for any considerable campaign, while for the latter it is negligible. "You can't handle this thing in a day, and we won't say that we can't handle papers that have to use plates. Some expert advertisers do not want to go into small-town newspapers; most of them do." Mr. O'Shaughnessy also dwelt on the necessity for standardized rate cards, and lamented also the fact that so many sizes of newspaper pages exist throughout the country, columns running from eleven picas wide to fourteen and a half. This latter fact interfered greatly with placing the army and navy advertising last year.

Hon. C. Price-Green spoke directly on the pulp wood and forestry possibilities as related to papermaking in this country and in Canada. He is an experienced and expert forester, and he said that the supply of timber for papermaking is being so rapidly depleted that in fifty years it will be utterly sacrificed unless reforestation is employed and conservation practiced from this time on. Mr. Price-Green was not given sufficient time at the meeting to complete his talk on the subject, and he kindly consented to accompany the excursion on the harbor that afternoon and continue it on the boat. He did this, giving some particular and practical suggestions, with samples of paper made from substitutes, such as wheat straw, which he thinks can be developed to a practical basis.

Mrs. Edith O. Susong, of Greenville, Tennessee, was another of the best features of this day's program, dealing with the subject, "A Woman's Method of Securing Advertising," in an exceptionally interesting manner.

The afternoon trip around the Boston harbor on the passenger boat "Rose Standish" was delightful in spite of clouds and cool wind, and brought the party back refreshed and ready for one great night as guests of the Boston people at the Sells-Floto circus.

Election of Officers on Saturday.

Saturday's session closed the convention program. The talk by Miss Grace M. Burt on "Woman's Clubs and the Publicity They Ought to Have and Get," and that by Paul T. Harber, of the Georgia Press Association, on "Foreign Advertising" were the set features.

Election of officers and reports of committees came at this session, as did also the adoption of a new constitution and by-laws for the association — all in a rush. With the new constitution that was adopted nearly every point is covered to modernize the association and place it on a better business basis. The report of the executive secretary, H. C. Hotaling, of Minnesota, which was presented earlier in the week, was made the basis for some good changes in the constitution. Incidentally, Mr. Hotaling was re-engaged by the executive committee to continue his work another year on the same basis as the past year, and it is hoped that more liberal support in the way of funds will enable him to do more for the newspapers of the country. All state and district newspaper associations will be especially urged to affiliate with the national, and sustaining memberships of $25, $50, $75 and $100 annually will be requested of individuals affiliated with the printing and publishing business who can afford to get behind this great national organization in that way.

Will Wilke, of Grey Eagle, Minnesota, was elected president of the association for the next year without opposition, and E. E. Brodie, of Oregon City, Oregon, was honored with the vice-presidency on recommendation of the nominating committee. A change was made only in the treasurership, W. W. Aikens, of Franklin, Indiana, being promoted from the executive committee to the treasurership, J. Byron Cain, of Belle Plaine, Kansas, having retired after serving in that capacity for several years. George Schlosser, of Wessington Springs, South Dakota, was continued as recording secretary.

G. W. Marble, of Fort Scott, Kansas, and Wallace Odell, of Tarrytown, New York, were chosen as new members of the Executive Committee to succeed W. W. Aikens and E. E. Brodie. Other members of the Executive Committee are: J. C. Brimblecom, Newton, Massachusetts; H. U. Bailey, Princeton, Illinois; G. L. Caswell, Ames, Iowa, and F. N. Henderson, Little Rock, Arkansas.

Florida Gets Next Year's Convention.

Friday forenoon had been set as a special time for selecting the place of meeting next year. Invitations were presented from half a dozen states and cities for the meeting, among them Florida, New Orleans and Omaha. Messrs. Junkin, Hosmer, Green and Neuman, of Florida, carried the most persuasion with them, however, and captured the next year's convention by a large vote. They propose that the meeting next year shall come in March, with a week's pleasure trip following over the State and to its many attractive spots and cities.

Almost Two Hundred on Canadian Trip.

Saturday evening Transportation Manager Will Wilke, now president of the National Editorial Association, had his party of nearly two hundred all booked and ticketed for the great trip to Nova Scotia, Prince Edward Island and the maritime provinces of Canada, with a schedule of places to be visited all the way through Quebec down to Montreal, and ending at Windsor, near Detroit. Nearly three weeks were given to this splendid excursion, and it is now in the annals of the association as one of the greatest junkets and sight seeing trips the association has ever conducted.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

The Buffalo Journal, Buffalo, Minnesota.— First page makeup is very good indeed. The headings are of a nice size, and they are placed with a view to both horizontal and vertical balance.

Clarksdale Register, Clarksdale, Mississippi.— The special edition issued in honor of the convention and meet of the national trapshooters is a hummer. The large line of display advertising was exceptionally well handled.



Outside the fact that it is top heavy this first page from one of the leading Minnesota newspapers is excellent.

Post-Gazette, Hudson, Michigan.— The full page advertisement for Crabb's store is well arranged and nicely displayed. The main fault is the fact that it is badly crowded, which suggests that less copy or smaller type in places would have made possible a better advertisement, although the display is thoroughly satisfactory as it stands.

C. R. Thompson, Denison, Iowa.— The Kraft-Keil Company advertisement you sent us is nicely handled. There could have been more white space around the heading and in the upper part to balance the greater amount in the lower part, but, in view of the excellence of the display in other respects, this is more or less a minor point.

Levang's Weekly, Lanesboro, Minnesota.— An admirable paper in all respects. Our only suggestion for improvement would be to make news headings a trifle larger. As a matter of fact, however, the appearance of the paper is decidedly neat by reason of the conservative headings, which are also, perhaps, large enough for a local weekly paper.

Edinburg Valley Review, Edinburg, Texas.—"Excellent" is the best word to describe your paper. All features — save, perhaps, that of makeup of inside pages — have been given careful and intelligent attention. Improvement would result if the advertisements were placed in an orderly manner instead of more or less helter skelter fashion. The pyramid makeup is ideal.

Blue Ridge Star, Waynesboro, Virginia.— As you suggest, the heading of the paper is distinctive and unique. The use of illustrative headings may be effective if they are appropriate to the territory — as, for example, if they depict a farming, mining or some other kind of scene — and if the art work is good. The only fault with yours, as we see it, is that it is too bold. A more refined style would be better.

Daily Enterprise, Burlington, West Virginia.— The first page of your paper is exceptionally well made up, but the name of the paper at the top seems entirely too large. Advertisements are weak in display and are not as legible in all cases as they should be. You use small linotype matter too generally in the advertisements, and, in an effort to make it as large as possible, have sometimes used capitals for large blocks of reading matter. Capitals are difficult to read, and should be used only for an occasional display. Presswork is not at all good.

Twice-a-Week Democrat, Caruthersville, Missouri.— Advertisements are exceptionally good, the display being emphatic and simple, as is also arrangement. Presswork is satisfactory. If you consider it absolutely necessary to run display advertising on the first page, by all means place it at the bottom of the page, and have some good news headings at the top to advertise the fact that the paper contains news. While, as stated, the advertisements are excellent, they would, in the opinion of the writer, be improved if plain rule borders were used. The decorative and "spotty" borders often used detract from the type and the appearance of the paper generally. There is not the harmony of effect when a number of borders are used as when one style is employed.

The Venango News, Venango, Nebraska.—Assuredly a fine paper, by no means the least prominent of the good features being the excellent display of advertisements. They have a lot of "punch." While the decorative ornaments sometimes used seem out of place, in so far as suggesting anything concerning the subjects advertised, and make the advertisements appear "jobby," we can not deny that they add attractive force. We do not quite like the exceptionally large black face types in some of the smaller advertisements, but, all things considered, they are quite above the ordinary. Considering the amount of advertising carried in the issue sent us there should have been more pages, as the reading matter does not balance the advertisements. The advertising rate should be adequate to permit a "fifty fifty" break in reading matter and display advertising. The pyramid makeup helps immensely to overcome the bad effect which results from an overabundance of advertising.

Sauk Rapids Sentinel, Sauk Rapids, Minnesota.— The first page of your May 13 issue is admirable indeed. If we have ever stated any particular newspaper had the best first page of any in the country we are sure you will find it qualified, for that would be too broad a statement for any one to make who has not seen all of them. The other paper to which you refer maintains an excellent first page at all times, which, if we recall perfectly, your own does not quite come up to — that is, if the copy you have sent us is a standard. However, yours compares favorably. The main fault with the excellent first page of this issue is the fact that all the display headings



Page illustrating interesting treatment of advertisements from Venango (Neb.) *News*
Possibly the display in a few instances is stronger than necessary, but we must admit the advertisements are decidedly forceful.

are massed at the top of the page, and there is consequently not enough of interest in the lower part. Furthermore, the headings over the shorter items in the lower part of the page are scarcely distinguishable from the body type, so small are they. Outside the panel at the right side symmetry is excellent, but balance vertically is poor, because of the predominance of black at the top. We wish, however, all first pages were as neat as yours

A NOVEL STUNT, so far as a local newspaper is concerned, has been pulled off by the *Central Oregon Enterprise*, of Prineville. In the issue of May 13 the editor announced that he would give $10 to the subscriber who suggested the best name for the paper, stating that the present name was too vainglorious — and impossible to live up to at the present time. The *Enterprise* is an excellent paper, especially from the standpoint of news, a large amount of interesting matter being contained in the issue in question. Presswork is a little off color — we mean there is a little too much color — but otherwise it is good from the mechanical standpoint, although we have a personal dislike for large and crudely designed wood type in a newspaper

The Custar News, Custar, Ohio.— From the news standpoint your paper is excellent, and the first page, while not made up in as orderly a manner as it might have been, is quite interesting. Presswork is not good, due largely to worn type and a trifle too much ink — and too little impression. Advertisements are not at all attractive, but here again your poor equipment is the great offender. You seem to be loaded up on out of date, fancy, extra condensed and otherwise unattractive type faces — a font of this and a font of that — and when these are mixed in advertisements the effect is not at all inviting to the eye. Handled as they are, in so far as display and arrangement are concerned, there would be a vast improvement



Well balanced, forceful two page advertisement from the Holyoke (Colo.) *Enterprise*.

and especially in comparatively small advertisements. Such exceptional emphasis is not required, and the blackness and crudity of the letters detract considerably from the appearance of the paper.

Holyoke Enterprise, Holyoke, Colorado.— The outstanding feature of this paper is the excellence of the display advertising. Unfortunately this excellence is not permitted to show to the best advantage on account of inferior presswork. Too much ink and too little impression are the main troubles, although we suspect the rollers are not in good condition. Makeup is excellent throughout, and we note with pleasure that you are one of those few publishers who see the advantage of the pyramiding of advertising and have the courage to employ it in view of what is a short sighted viewpoint of advertisers in demanding positions with the greatest possible amount of reading matter adjacent. An excellent two page advertisement is reproduced on this page. This is a good example of what can be done in the way of effective display advertising in a newspaper plant possessing comparatively few faces of type, but which has these faces in large fonts.

The Como Herald, Como, Texas.— Probably the most pronounced good feature of your excellent paper is the display advertising. It is excellent, largely because you have attractive and legible display types and have set the advertisements in a simple manner. The clean cut appearance which results from the general use of one type face for display, and without loss of effectiveness to the advertisements, is worthy of praise. Presswork is also good, and the amount and character of news matter is praiseworthy. The only fault worthy of mention and demanding correction is the makeup, which could be greatly improved. We note that there are more advertisements on the first page than on any of the other three. Obviously with the amount of advertising you carry it would be impossible to maintain a clean first page, as is desirable wherever possible. However, two advertisements at most should have been placed on the first page, and those should have been in the lower corners where their bad effect on the makeup would be reduced to a minimum. On the other pages the advertisements are placed without order or system, and we recommend that you follow the pyramid makeup, described in the review of *The Custar News* in the next column. Read it. if good type styles were used. The makeup of advertisements on the pages is also faulty, as they are placed without semblance of system and order. The effect of this is made worse because of the many styles of prominent decorative borders used, which by their prominence greatly emphasize the lack of order. There is no better way to make up a page with advertisements than to follow the pyramid style, by which the advertisements are grouped in the lower right-hand corner, leaving the reading matter massed in the upper left-hand corner, where it is convenient to the reader. If the advertisements are so placed a reader can finish the news of each page without interference from the advertisements, and he is then in a better frame of mind to give the advertisements interested attention. Furthermore, there is the advantage of the improved appearance and the emphasis given the amount of news. A page cut up by advertisements makes it appear that there is little news matter, the amount of which is emphasized by massing it in accordance with the pyramid. Bold twelve point rule borders have been used indiscriminately; the reason that makes such a border effective on a single advertisement does not hold when there are several, as then the advantage of contrast is largely lost.

Clark County Courier, Clark, South Dakota.—Makeup of the first page of your May 20 issue is excellent. By the intelligent use of two double column heads over the leading articles, a timely cartoon, and careful placing of the shorter news stories, the result is a page which gives you every reason to feel proud of your efforts. Advertisements are well displayed and arranged, but they are handicapped somewhat through the choice of type faces which are not as modern and pleasing as you could obtain. The large variety of decorative borders adds nothing of effectiveness to the advertisements, but detracts materially from the general appearance and harmony of the paper. Then, there is the rather displeasing effect produced by the placing of advertisements on the pages without order. The orderly arrangement of advertisements on the newspaper page in approved pyramid style adds much to the appearance of a paper and emphasizes the amount of reading matter, which seems of smaller amount when cut up into irregular patches by the scattering of advertisements over the page.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading.
Items for this department should be sent before the tenth day of the month.

Printers' Supplymen Have Gala Night.

Friday, June 4, was a care free night for the members and invited guests of the Printers' Supplymen's Club of Chicago. Business was forgotten, and everybody went to the Terrace Garden for dinner and entertainment. The affair was arranged by Charles H. Collins, the popular secretary of the club, and closes the activities of the organization until October.

Change of Date for Exhibition of Packages and Containers.

Plans for the exhibition of packages and containers under the auspices of the American Institute of Graphic Arts contemplate an enlargement of the original scope and the arrangement of a larger and more varied range of exhibits. The opening of the exhibition, which was to have been held at the galleries of the Bush Terminal building from June 4 to June 25, will therefore be set forward to a date in October, to be announced later. Exhibits already received give ample evidence of the exceptionally interesting nature of the exhibition, and prompt the committee to urge every potential exhibitor to participate.

New Equipment for Howard Paper Company.

The Howard Paper Company, Urbana, Ohio, home of Howard Bond, has just completed a $100,000 boiler plant, installing a new Stirling boiler and Riley stoker, which makes the plant one of the most complete in the Miami Valley, and places it in a much better position to take care of the many customers for Howard Bond throughout the United States.

Permanent Exhibit of Linotype Typography in Boston.

A very interesting and educational linotype typography exhibit is now on display in the Boston office of the New England representative of the Mergenthaler Linotype Company, Mark H. Boynton, 614 Winthrop building. It consists of a showing of the latest linotype typographic developments, which provides a revelation to those uninformed on this subject.

The linotype has, in the past, been more generally considered a straight matter machine. However, an inspection of this exhibit offers linotype users many valuable suggestions as to the value of the machine on high grade catalogue and job work. It is also an indication of the extent to which the layout man may make use of the correlated ornaments now obtainable for use with the large assortment of beautifully cut and carefully thought out type families now embodied in the system of linotype typography.

"Better Paper—Better Printing on Warren's Olde Style."

A copy of Volume 3 of Warren's Service Library, featuring Warren's Olde Style, has been sent to THE INLAND PRINTER. In addition to an interesting sales talk, not too long to be tiresome, is a chapter on "Book Decoration," with examples of historic and present day designs.

In conformity with the style of the other books of the series, several blank pages are included for the purpose of making up dummies. Inquiries should be addressed to S. D. Warren & Co., Boston, Massachusetts, or to any of the distributors of Warren's standard printing papers.

M. M. Hamlin Becomes Iowa Representative of American Type Founders Company.

The American Type Founders Company announces the appointment of M. M. Hamlin as Iowa representative, with headquarters at Des Moines. Mr. Hamlin is not a newcomer in the printers' supply business, having been connected with the sales department of the Chicago house for four years, as well as for four years with the Dallas, Texas, branch.

Printing Teachers to Meet in Ocean City, New Jersey.

The next annual convention of the International Association of Teachers of Printing, Eastern section, will be held at Ocean City, New Jersey, on July 6 and 7. The United States Army will send a representative to explain the purpose of the vocational training system now being introduced into the army. Several speakers of national reputation will be present and will address the association. The main topic will be "How the Printing Teachers' Organization May Coöperate with the Industry in the Training and Education of Printing Apprentices." Judging by the reservations being made there will be a large attendance, over one hundred and fifty having registered at the time this notice was received.

"The Vest Pocket Catalogue."

"Gene" Turner, that *genial* (the italics are ours) suppyman for printers, has recently favored THE INLAND PRINTER with a copy of his vest pocket catalogue. An extensive line of utilities for printers is described, from composing rules to paper cutters, and every article is sold with Gene's personal guaranty back of it. Printers who are on the lookout for time saving appliances will find a lot of information in the sixteen pages of this booklet. Better write to Gene at 30 Euclid Arcade, Cleveland, Ohio.

McParland Heads I. T. U.

Unofficial returns indicate that John McParland has been elected president of the International Typographical Union, defeating Marsden G. Scott, the present incumbent, by a majority of 1,500. Further information indicates that the following are elected: Walter W. Barrett, first vice-president; James J. Hoban, second vice-president; J. W. Hays, secretary-treasurer; James Drury, delegate to Trades and Labor Congress of Canada; Joe M. Johnson, agent Union Printers' Home; Mark M. J. Mitchell, board of auditors; Frank Morrison, Max S. Hayes, T. W. McCullough, William Young, Charles P. Howard, delegates to American Federation of Labor; Thomas McCaffery, trustee Union Printers' Home. Two tickets were in the field this year, which resulted in a lively contest.

Lithographers' Association Declares for Open Shop.

At a regular meeting of the Lithographers' Coöperative Association held in the Hotel Jefferson, St. Louis, Missouri, on May 21 and 22, 1920, the following resolutions were presented by a special committee, and unanimously adopted by the Association:

WHEREAS, as a result of the conditions following the great war, the supply of all necessities of life has been greatly diminished, and the reconstruction period demands the utmost production on the part of every citizen in order that supply shall again meet demand, thereby permitting the return to normal conditions, and

WHEREAS, There is a tendency to further restrict output and add new complications by demands for a forty-four hour week in the graphic trades, therefore be it

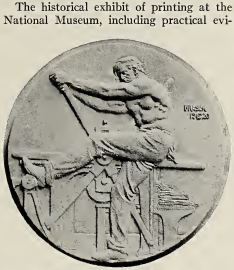
RESOLVED, That the Lithographers' Coöperative Association, in convention assembled, deprecate any further reduction of hours in the working week, and be it further

RESOLVED, That this organization go on record as favoring the principle of the open shop as an inalienable right of American citizenship.

Norman T. A. Munder & Co. Honored at Printing Exhibition.

We show in these columns reproductions of the gold medal awarded by the American Institute of Graphic Arts for the best exhibit at the Printing exhibition held in New York city during the month of May.





Gold Medal Awarded to Norman T. A. Munder & Co., Baltimore, for Best Exhibit at the Printing Exhibition Held in New York City.

The medal was designed by James Earle Fraser, who also designed the Buffalo nickel, the Naval Cross awarded for valor; the new medallion of Theodore Roosevelt, to be distributed by the Roosevelt Memorial Association, and the Victory Medal, which Congress is to present to every man who took part in the recent World War.

The prize winner is a book, "Drawings of the Old Masters," printed by Norman T. A. Munder & Co., of Baltimore, and profusely illustrated with designs by T. M. Cleland, of New York.

The exhibition was continued at the National Arts Club in New York city until June 1, and was then started on its travels. It will be shown in Chicago, Boston, Philadelphia, Rochester, Cincinnati, Minneapolis, San Francisco, and other large printing centers.

On to Washington in August.

The general work of preparation for the handling of the business of the first annual convention of Printing House Craftsmen, to be held in Washington, D. C., August 21 to 23, is progressing in a highly satisfactory manner according to information sent to THE INLAND PRINTER. All committees are working enthusiastically, and reports from all sources are decidedly encouraging. The success of the convention is fully assured and there is a big time ahead for officers, delegates and friends when the time arrives.

A feature of the convention season will be the exhibit of printing appliances and supplies, and samples of craft art that will be arranged by the advertisers in the convention souvenir publication, and by members of the clubs. An opportunity will be afforded the local craftsmen to inspect this exhibit during the morning of the first day of the convention. The display will be made in the various halls of the Ebbitt Hotel, and may be continued for several days following the convention.

It is planned to have a ladies' committee, whose duty it will be to entertain the wives, daughters and sweethearts of the delegates, especially while the men are engaged in the business of the convention.

The historical exhibit of printing at the National Museum, including practical evidence of the gradual development of the trade, and the exhibit of printing at the Congressional Library, may be visited Sunday.

Babcock Employees Have an Interesting Program.

The last lecture and entertainment until October at the Babcock Printing Press Manufacturing Company, New London, Connecticut, was given May 26. This was the fifth historical and educational lecture and entertainment presented under the auspices of the plant's officials and workmen, in coöperation with the Americanization Bureau of the United States. The first affair of this kind was held at the Babcock plant on January 21, and this and subsequent meetings have been so successful that they will doubtless be continued during the next season.

James E. Bennett, president, and Mrs. George P. Fenner, treasurer, of the Babcock Company, were the principal speakers at the last meeting. The officers deserve a great deal of credit for their fine spirit of coöperation with their employees. The Babcock employees have an athletic association which is affiliated with the New London Athletic Association. In all of these activities the officers manifest a deep interest. We will expect to hear more from the Babcock factory in the near future.

"Mercantile and Industrial Buildings of Concrete."

Printing executives are being confronted with the necessity of choosing a type of building that will best meet the needs of their industry, and they are considering every factor likely to affect the various features of the proposed structure. Safeness from fire, insurance rates, maintenance, depreciation and sanitation must be considered, and these are discussed at length in a booklet entitled "Mercantile and Industrial Buildings of Concrete." Attention is given to the selection of an economical type of construction, also to sanitation, light and ventilation, which affect the welfare of the employees. It is said that a comparison of the initial cost of fireproof buildings will almost invariably show the low cost of the concrete structure. Another advantage claimed for concrete construction is that a conservative estimate shows that by using concrete at least two months may be saved in time of construction. Concrete buildings are also said to be highly fire resisting, which feature is to be considered in the housing of records, which can never be replaced if destroyed by fire. Because of their ability to resist the usual destructive agencies, concrete buildings require but little mainte-



Printing Plant of the Riverside Printing Company, Milwaukee, Wisconsin, of Concrete Construction. Reproduced From Booklet, "Mercantile and Industrial Buildings of Concrete."

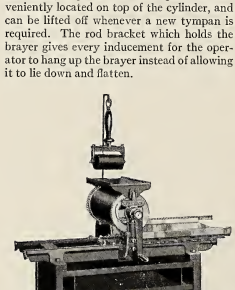
nance. The solid construction minimizes the possibility of vibration, a cause of constant annoyance in a building of the usual type.

The accompanying illustration shows the printing plant of the Riverside Printing Company, Milwaukee, Wisconsin. Notable advantages are the abundance of light, the solid construction, rigidity, and neat appearance of the building.

The booklet referred to in this notice is being featured in the current advertising of the Portland Cement Association, and a copy will be sent to any business executive who writes to the nearest district office of that corporation.

A. T. H. Brower, Inventor, Brings Out a New Proof Press.

Announcement has been made of the No. 0 Brower ball bearing proof press, recently perfected by A. T. H. Brower, inventor of the well known No. 2 Brower proof press. The new proof press had been designed to care for the bulk of the proofing in the average plant. The bed measures 14 by 20 inches, and will easily take galleys up to 12 by 18 inches. As the No. 0 press is not intended for color proofs, it was not necessary to have the cylinder lift; therefore, but one revolution of the press is required for taking a proof. The ink plate is conveniently located on top of the cylinder, and can be lifted off whenever a new tympan is required. The rod bracket which holds the brayer gives every inducement for the operator to hang up the brayer instead of allowing it to lie down and flatten.



No. 0 Brower Ball Bearing Proof Press.

The cabinet underneath the proof press has one large compartment for proof paper and two smaller compartments on each side for small tools, furniture, etc. The enclosed compartment for rags is hinged at the bottom and the door is held open or shut by a novel spring arrangement. Two other small compartments give ample storage room for larger tools and supplies.

The No. 0 proof press is provided with direct cylinder impression adjustment, similar to that of the larger machine. The cylinder may easily be lowered or raised as desired by the two lock nuts at the side of the crank. This proof press has been designed as one of the units of the American Cut Cost System, and inquiries should be sent to any of the selling houses of the American Type Founders Company, or direct to Mr. Brower, 233 West Schiller street, Chicago, Illinois.

Fort-ified Manufacturing Company Moves to New Home.

The Fort-ified Manufacturing Company, of Kansas City, Missouri, has outgrown its old home, and is now located in its new factory at Fourteenth and Agnes streets, where sufficient room will be available to care for the increasing business. The Fort-ified Company is one of the leading manufacturers of electrical appliances, and the advertisements of that concern call attention to the Fort-ified electric pot heater for type and slug casting machines.

Harold H. Rosenberg Retires as Vice-President of Kenfield-Leach Company.

Harold H. Rosenberg, for the last thirteen years associated with the Kenfield-Leach Company, of Chicago, resigned June 1 to make other connections. Mr. Rosenberg entered the firm as manager, and in addition to his duties as manager, he was vice-president for several years. Upon his return from an extended vacation trip, he will announce his plans for the future.

Press Congress of the World to Meet October 20.

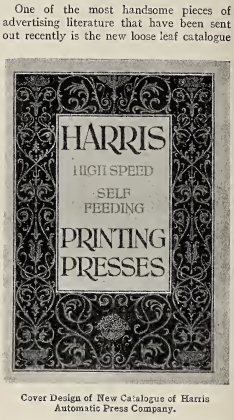
Upon invitation of the Government of New South Wales, the Press Congress of the World will meet in Sydney, New South Wales, Australia, October 20. According to Dean Walter Williams of the School of Journalism of the University of Missouri, president of the congress, membership is open to all persons, men or women, who are engaged in any country in any branch of journalism. Membership now includes representatives from nearly forty countries.

Credentials to properly qualified delegates from the United States and Canada will be issued upon application to the president of the congress. Credentials for delegates from Central America and South America will be issued by Virgilio Rodriguez Beteta (Representante del Comite Ejective en Espana y Latino America, Guatemala, Apartado de Correos, 113 Guatemala, C. A.), for the Executive Committee. All other prospective delegates should apply for credentials to the member of the Executive Committee most accessible, or direct to Captain J. W. Hiesigh, representative of the Government of New South Wales, the Premier's Office, Sydney, New South Wales, Australia.

The congress was organized in San Francisco in 1915, with nearly a thousand delegates in attendance. The Sydney congress is the first under the permanent constitution. Delegates and visitors have been asked to assemble in Sydney for preliminary receptions on October 15.

Harris Automatic Press Company Issues Handsome New Catalogue.

One of the most handsome pieces of advertising literature that have been sent out recently is the new loose leaf catalogue



Cover Design of New Catalogue of Harris Automatic Press Company.

of the Harris Automatic Press Company. The company states that the catalogue was produced in the plant of the Magill-Weinsheimer Company of Chicago. The composition was by the Marchbanks Press, New York city, the offset plates being made photographically from proofs pulled on coated stock.

The complete line of Harris machines comprises forty different models of presses for letterpress and offset printing. The latest catalogue, however, shows only the machines which are classed as "regular," in other words, six sizes of offset presses and four models of machines for printing envelopes, both made up and in the flat.

Letterpress and offset printers will do well to secure a copy of this catalogue for their information. Inquiries should be addressed to general offices of the company, 4494 East Seventy-first street, Cleveland, Ohio.

Harry L. Gage Speaks Before Chicago Club of Printing House Craftsmen.

Harry L. Gage took a friendly slap at printers for their general neglect of craftsmanship in his address on "Design in Typography," before the June meeting of the Chicago Club of Printing House Craftsmen. Mr. Gage, who was formerly head of the school of printing at Carnegie Institute of Technology and is now connected with the department of linotype typography of the Mergenthaler Linotype Company, deplored the fact that printers as a rule were giving all of their attention to the mechanical and business details of the trade, leaving the creative work to those outside the craft.

His talk was a plea for bringing back the designing and layout of typography to the rightful person — the printer.

The next meeting of the Chicago Club will be held in September. Several members intend to motor to Washington in August to attend the first annual convention of the International Association.

Ludlows in Demand by Printers.

The tendency of printers to increase the efficiency of their plants through the installation of labor saving machinery, is seen in a list of newspapers and commercial printers who have recently purchased the Ludlow Typograph to handle their display composition. Ludlow matrices are composed similar to ordinary type, but the all-slug feature gives the printer the advantage of a new face for every job and freedom from workups. Descriptive literature may be had by writing to the Ludlow Typograph Company, 2032 Clybourn avenue, Chicago, Illinois.

Ault & Wiborg Company Issues Interesting Specimens of Ink.

Some interesting and instructive specimens advertising inks of the Ault & Wiborg Company have recently been sent out by that firm. On each of the smaller specimens is an explanation of the inks used. Possibly the most notable specimen is a hanger showing the standard colors, twenty-six in number, made by the Ault & Wiborg Company. The hanger is said to have been printed under normal pressroom conditions, without doctoring the ink or double rolling the form. Each color specimen is in circular form with the center of the design cut out, so that in matching colors it is only necessary to place the sample to be matched back of the circle. Copies of the specimens will doubtless be supplied readers of THE INLAND PRINTER who write to the Ault & Wiborg Company, Cincinnati, Ohio.

Thompson Type Machine Company Issues Attractive Catalogue.

The Thompson Type Machine Company reports sales for the first six months of 1920 as the greatest in the history of the company.

The addition of the lead and rule attachment has made the Thompson type, lead and rule caster one of the most complete machines of its kind ever built, as every metal product of the most up to date composing room can be produced on it. Another valuable feature is the matrix library in that any face of type, rules, trade marks and special characters may be had. In addition, the company claims to have the largest list of accented characters in existence.

The company has just issued a beautiful illustrated catalogue, about twenty pages and cover, which describes the machine most thoroughly. Printers and publishers who are interested would do well to secure a copy of this catalogue, which may be obtained by addressing the Thompson Type Machine Company, 223 West Erie street, Chicago, or the eastern office, Woolworth Building, New York city.

American Writing Paper Company to Advertise in Newspapers.

Considerable interest is being manifested in the present campaign of publicity of the American Writing Paper Company. The advertising of this corporation has been appearing in the trade journals for several months, and is being supplemented by display advertising in the newspapers over the country, and also by a campaign of direct advertising, designed to reach printers and paper merchants. A page advertisement, which was prepared for ten metropolitan dailies, is reproduced in these columns.

In its advertising, the American Writing Paper Company has considered paper as a raw product. We quote from an announcement: "It [paper] is not like shoes and clothing which are bought by the consumer in their completed form. It is more like the leather and cloth that go into the *making* of shoes and clothing. And just as the manufacturer must be responsible for the purchase of the leather and cloth, so must the printer be responsible for the right grade and finish of paper. The American Writing Paper Company, after careful study, believes this so strongly that it has decided, in these newspaper announcements, to go definitely on record that it is the policy of the American Writing Paper Company to send its samples to customers through the printers and paper merchants." This is a policy which should meet with the approval of every printer and paper dealer.

The American Writing Paper Company has made another step forward by linking its advertising campaign with the educational work of the United Typothetæ of America. The results of the work of these two great organizations will be reflected in the profits of the progressive printers who coöperate in educating the buyer of printing.



To all Users of Paper Printers, Lithographers and Paper Merchants

Announcement by the President of the American Writing Paper Company

THESE Printing Industry has entered upon a new era. Printers' are today setting themselves on a standard of work. They are giving less thought to getting the order, more thought to producing results for the customer.

Phrases like the following are becoming more and more common:

$20,000 sales in four days through a better sig ganized by a Printer.

50% and other unusual returns traceable to a Printer's advice.

A retail business doubled in one year—by the assistance of a Printer's plan.

50% of the cost of a job saved by a Printer's advice on manufacturing the paper.

The organization back of the present-day Printer

To the United Typefounders of America, the national association of employing printers, great credit must be given for its part in bringing about the change.

Under the leadership of this organization and the National Lithographers' Association, Advertising Printers and Lithographers every where are raising their standards of service, introducing better methods, effecting economies.

Ruinous price competition between Printers has given way to closer relations between Printer and buyer. This has been made possible by the fact that the Printer has learned that the blood of intelligent selling is co-operation, not undercutting, standard for standard.

Costs are no longer mysterious juggling, or whatever the Printer makes his estimates. The Printer now can know exactly how much any job costs and can quote accordingly.

Over 1,000 Printers in the U. S. A. do between 70% and 80% of all the commercial printing of the country. The organization has branches in all states. Its executive courses are studied by at least 6,000 students—more than the combined enrollments of Yale and Princeton Universities.

The success of the U. T. A. was nationally recognized

The American Writing Paper Company realizes what has been done. It has watched with interest and admiration. It has volunteered a careful united opinion in all parts of the United States, and has concluded that the Printer is in general where the term "Printer" is used in this announcement, or even not only in the commercial sense, but also in the allied arts of the lithographer and the engraver.

The new responsibility of the paper manufacturer

The American Writing Paper Company realizes that with the increased intelligence of the Printer, which has made him a more analytical buyer of paper, must added responsibilities for both the manufacturer and mill organization of the manufacturer of paper.

Paper is the prime raw material of printing. The Printer is the man who should specify it.

But the Printer cannot trust entirely to his eye and hand. Its layer of dust must know its formula. When you buy an electric light bulb you know what voltage is required. Just so Printers today feel that the technical facts about paper, which are now available, should be given them in a less of polysyllabic—but so called severe should be eliminated.

These facts the manufacturer must supply. It is his responsibility to see that the Paper Merchant and Printer who handle his paper have the necessary facts for an intelligent decision.

$125,000 to discover the facts about paper

Anticipating this demand on the part of the trade, the American Writing Paper Company at the beginning of last year set aside a fund of $125,000 to expand its Scientific Research Laboratory.

This laboratory has complete a four-story building, with a corps of 45 chemists, physicists, engineers, paper men, and staff. All the qualities of paper—transparency, color, thickness, tensile strength, folding strength, stretch, wear, printing quality—are analyzed. Every material and process is studied.

The ideas of the foremost students, formerly of small men in the 28 mills give us access to the starting points of many important discoveries. Then after these ideas have been portioned by the Research Laboratory, the mill organization of the mill has said long them into successful operation.

One thousand of these mill men have been with the Company for more than 10 years, 500 for more than 20; many even longer. These men represent the rich skill in the making of paper that it has taken centuries to develop.

Neither the scientific nor the practical men are alone sufficient. They co-operate in mind.

It is an old maxim that the buyer of goods must be on his guard. The Research Laboratory, working with the practical mill men, means that the manufacturer, the seller—as well as the buyer—is on his guard. The facts are to-day, performance can be promised, and the buyer has definite standards by which to judge.

* * * *

The American Writing Paper Company is now publishing in the leading newspapers of the country a series of announcements calling public attention to the great responsibility of the paper manufacturer in the present situation and urging the buyer to adopt a new attitude toward the Printer—to consult the Printer more about the bigger phases of the work—to have greater confidence in the Printer's advice and care.

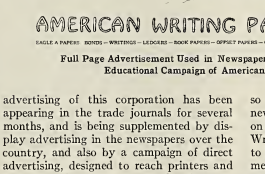
To every buyer of printing our suggestion is this:

Do not get twenty estimates. Ask from one to three Printers whom you think to be the most worth the time involved.

Select your Printer on the basis of service and responsibility. Tell him frankly what you desire to use entirely if shelter to a lower. Give him the facts about your business policies and problems. Ask his counsel and co-operation. Welcome constructive suggestions and encourage a permanent business relationship with him.

Let your Printer co-operate and work with you rather than merely work to you.

Then, when you have found your Printer, let your Printer choose the paper best suited to exhibit the right paper for the particular job. He can do this only if he has the right kind of commercial-engineering quality—Strong Hill Mills.



The Printer is the proper form in the Printing Industry and should be so, as to consult on specifying the paper for every job it wants to be sold in any particular work.

It is the policy of the American Writing Paper Company to sell its samples to customers through the Printers.—A Paper Merchant.

Holyoke, Mass., is the home of the American Writing Paper Company and is the center of the world's fine paper industry. The building paper merchants in every city, think Eagle-A paper.

AMERICAN WRITING PAPER COMPANY

EAGLE-A PAPERS · BONDS — WRITINGS — LEDGERS — BOOK PAPERS — OFFSET PAPERS — COVER PAPERS — PAPETERIES — TECHNICAL PAPERS — SPECIALTIES

Full Page Advertisement Used in Newspapers to Acquaint Users of Paper With Educational Campaign of American Writing Paper Company.

Boston to Have New Printing Crafts Building.

Boston is to have a new printing crafts building in the near future according to press reports received from that city. We are indebted to the *Boston Transcript* for the following information:

"In the new ten story printing crafts building, which will be erected shortly the printing industry and its allied trades in Greater Boston will at last see realized a project which for many years has been one of the chief ambitions of Boston printers. Under one roof will be printers and publishers, engravers, electrotypers, die makers, paper manufacturers and distributors, binders, artists, illustrators, and all others whose work is connected with the graphic arts. The new building will accommodate seventy-five firms in all, and will, it is said, be the largest industrial building in the city. It is expected that it will be completed and ready for occupancy by May 1, 1921.

"Architecturally and otherwise, the printing crafts building has been planned to meet the particular requirements of the printer. The eight elevators will be so placed as to permit a division of the floors into any required number of units, so that the floor space available will vary from the entire 34,000 feet (net) of any one floor to single offices measuring 14 by 14 feet. In the basement a forwarder will have a special office for the handling of shipments. All goods will be delivered and received under cover.

"The construction of the building will be of reinforced concrete, mushroom type, with flat slab floors of large capacity. No floor beams will project below the ceiling, and no supporting partitions will be required, so that space may be divided at will. The building will measure 268 by 150 feet, and will have its main entrance on Stuart street."

New Display Room Attracts Visitors.

The accompanying illustration shows the new advertising display room of the McClellan Paper Company at its modern warehouse and office headquarters in Minneapolis, Minnesota. The idea of this splendidly designed room was fostered by Fred L. McClellan, president of the company, who is considered one of the most progressive business men of the Twin Cities. He has been in the wholesale paper business for twenty-five years or more, and has seen the necessity of and advantage in such a display room for his customers, as well as the benefits that will be derived for his company in general in displaying its goods for sale in both the unfinished and finished products.

This display room, 21 feet by 43 feet in size, has been artistically decorated, and the entrance has the effect of a bungalow. Numerous attractive advertising panels grace the walls, and one side of the room has been fitted with glass enclosed wall cabinets, illuminated by an invisible electric lighting system. In these cabinets are displayed practically every conceivable design in the art of printing, from an advertising folder or business card, to a finished catalogue in which the company's goods are used. One section of the cabinets also contains the latest designs of new wedding and commercial stationery, a department recently added which bids assurance of a large and growing business. Below the cabinets are built-in file cases, which contain complete



New Display Room of the McClellan Paper Company, Minneapolis, Minnesota, Showing Entire Wholesale Line Handled by This Firm.

samples of every line of goods handled by the McClellan Paper Company, and below the file cases is a stock shelf which holds samples of various paper and envelopes displayed in package and box lots. Displayed in panel designed fixtures, the building paper and building supplies command a prominent section at one end of the room, and the wrapping papers, toilet paper line, twines and fixtures occupy one entire side of the room.

Business sessions, salesmen's meetings, gatherings of various kinds, which include addresses on better business for the officials and employees, are held in this room.

New Printing Laboratory for Journalism Course.

A printing laboratory has been added to the equipment of the four year course in journalism at the University of Wisconsin, as a means of familiarizing students preparing for newspaper work and advertising with the principles of typography. The purpose of the new laboratory is not to teach printing as a trade, since students of journalism do not intend to become practical printers.

The aim of the laboratory work in printing is to give students enough knowledge of the mechanical side of newspaper and magazine work to make them better writers and editors. After writing news headlines, they are required to go into the laboratory and set up the heads that they have built. In this way they learn by practical experience the typographical limitations in headline writing.

Practical training in the work of the news editor and the night editor is given by requiring students to make up seven and eight column newspaper pages in the printing laboratory, after they have prepared a makeup schedule. The students take proofs of the pages that they have made up in this manner, and the results are discussed in the classroom and are criticised by the instructor.

Students also set up captions and overlines for news cuts. Next year the typography of advertisements is to be taken up, so that after writing an advertisement, each student will be required to set it up in the printing laboratory.

Hartlage Handling Elrods in New England.

Frank F. Hartlage, who for seven years has been connected with the Intertype Corporation, most of the time as New England representative, but more recently an eastern sales manager, severed his connection with the company on June 7 and is now handling the Elrod lead, slug and rule caster in New England. He will have his headquarters and office at his home, 485 Campbell avenue, West Haven, Connecticut, where he may be addressed by those interested. Mr. Hartlage enjoys a wide and favorable acquaintance among New England printers and publishers, whose best wishes he carries with him in his new line of endeavor.

Daniel J. Fitzgerald.

There are few printers in New York who did not know "Dan" Fitzgerald, and all will regret to learn that the always genial "Dan" passed away recently at Saranac Lake in the Adirondacks. He had been ailing for some months, and had been given a year's leave of absence to get well. In the early seventies, "Dan" began in the ink business with Pratt & Robinson, of New York, remaining with the firm when it became Robinson Brothers at 15 Beekman street and subsequently when it moved to 170 Fulton street. At one time he went to California, and engaged in the fruit business, but in the course of a few years he went back to Robinson Brothers. Here he remained until 1894, when he went with Frank MacDonald

Sinclair and Theodore Searing Valentine and began to visit the printers of New York as a salesman for the Sinclair & Valentine company. At this he was a great success. The twenty-fifth anniversary of his connection with this house was made a great occasion by his friends, who presented him with a watch and chain as an expression of their affection.

New Publishing House for Springfield "Republican."

"The last word in practical newspaper housing," is the way in which the Springfield (Mass.) *Republican* recently described its new building, into which it had just moved.

In general, the construction follows standard mill type. The site, which is practically one hundred feet square, is situated a short distance away from the present commercial center of the city, and is entirely covered by the building, which consists of three stories and basement. Practically every portion of the four walls that was available for window space has been so utilized. The two street fronts and the east wall, which is visible from Main street, are faced with Westfield repressed common brick; the sills, lintels, column caps and bases are of artificial stone, while the cornice is of galvanized iron painted and sanded to match the stone trim.

The first story houses the two big web presses, having a combined capacity of 60,000 complete thirty-two page papers per hour. These presses are placed side by side, and are carried on independent brick foundation walls extending down through the basement to their own independent concrete footings. The pits formed by the press foundation walls contain steam radiation coils to maintain a temperature under the presses that will permit of satisfactory operation even in the coldest weather. The spacious driveway, which is actually a part of the building, extends entirely through the rear section of the first story, and permits the automobiles to drive in, receive their loads and pass on without turning around.

The second floor contains the business and editorial offices, and the library.

On the third floor are found the composing and stereotyping departments, as well as the staff photographer's laboratory. In order to provide additional light for the mechanical departments four rows of saw tooth sash were included in the roof design.

The mechanical layout of the plant was the work of Sherman H. Bowles, general manager of the Republican Company, while the building itself is the work of the Flynt Building and Construction Company of Palmer, Massachusetts, and New York city. Charles F. Dingman was the engineer in charge, and to him we are indebted for the information used in preparing this notice. B. L. Dow was the superintendent of construction.



New Publishing House of the Springfield (Mass.) "Republican," Recently Completed by Flynt Building and Construction Company.

Summer Course in Advertising at Columbia University, New York City.

Advertising men, printers and typographers are particularly interested in the advanced work in advertising to be given in intensive three weeks' courses during Columbia University's twenty-first summer session, which begins on July 6. The courses will deal with the business of advertising typography and with the relation of market study to advertising. The instructors will be Benjamin Sherbow and J. Shaw Newton.

Advertising typography, with lectures and conferences two hours daily, will be taught by Mr. Sherbow. The business of advertising typography, the job it has to do, how the reader's attention is attracted to a business message, the methods by which type is made to convey ideas easily, quickly and forcefully will be studied. In the course Mr. Sherbow will also consider the elements of advertising typography, the best type faces, the width of type lines for easy reading, the spacing that makes type easy to read and good to look at, the proper use of display types, the different methods of obtaining emphasis, and intelligent layouts and instructions for the printer.

In the course to be given by Mr. Newton, lectures, supplemented by laboratory and limited field work, will cover market investigation and research work for advertising. The course has been divided into two parts. The relation market study bears to advertising sales and manufacturing policies, the importance in mediums, selection and copy plans, the broader economic aspects and bearing on the general problem of distribution will be studied in Part 1. Part 2 is planned to cover the methods of subdividing market territory, of conducting investigations, of preparing and testing questionnaires, of planning itineraries, training and handling field men, summarizing data, and interpreting and presenting results in report form.

Courses in statistics and in the psychology of advertising and selling, supplementing these intensive courses, are also to be given at the summer session.

Prof. E. K. Strong will give the course in the psychology of advertising and selling, in which will be studied the strategy of advertising, analysis of advertisements and of sales interviews, and the psychological principles involved, with special reference to motives for buying, securing conviction and impelling action.

Taylor & Taylor Now a Copartnership.

Edward DeWitt Taylor and Henry Huntly Taylor have recently formed a copartnership under the name and style of Taylor & Taylor, 404 Mission street, San Francisco, California, and the copartnership has succeeded to all the business, assets and good will of the printing business formerly conducted by Taylor & Taylor, a corporation. This concern, one of the best on the Pacific coast, and known all over the United States for the excellency of its product, has the best wishes of the printing fraternity for future success.

Toronto's Oldest Printer Retires After Long Service.

Robert Munn, the oldest active printer in the city of Toronto, was recently presented with a purse of money upon the occasion of his retirement from the *Mail and Empire*, the management of which has given him a generous pension for life. Mr. Munn holds the record of Typographical Union No. 91 for length of service, having been employed for forty-eight years by the Mail Publishing Company. He is an old soldier, having seen service with a Quebec battalion during the Fenian Raid.

The presentation was made by the employees of the composing room, with whom Mr. Munn had worked for so many years.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY, 632 SHERMAN STREET, CHICAGO.

VOL. 65. JULY, 1920. No. 4

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago.

SUBSCRIPTION RATES.

One year, $4.00; six months, $2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.— To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN RATES.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 25 cents per line; minimum, 70 cents; three lines for $1.00. Under all other headings, price is 50 cents per line; minimum, $1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

FOR SALE — Good paying printing business in one of the best cities of the Southwest, doing an annual business of $50,000 and one of the best paying propositions on the market; business will stand the closest investigation; operating two eylinders and four jobbers as well as a complete bindery; will take about $25,000 to handle the proposition — part cash and the rest terms to suit; owner wishes to retire. Don't answer unless you have the cash. E 160.

FOR SALE — Job office, north side, Chicago; well equipped for commercial work; 3 Gordons, perforator, cutter, punches, numbering machine, etc.; established trade; about 80 per cent repeat orders, with forms standing or electros; have done no soliciting for 18 years; $3,500 and stock; will pay for itself in one year; there are no debts; good reasons for selling. E 164.

SOUTHERN OPPORTUNITY — For sale: modern printing plant with valuable established profitable patronage; progressive Southern city of 65,000; ideal selling conditions and trade connections; famous climate; good reasons for selling; $8,800. E 172.

WANTED — One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

COUNTY SEAT DAILY — Central California; growing city of 3,500; full equipment; will pay for itself; $12,000 — one-third cash, balance 6 years, 6 per cent. E 142.

FOR SALE — Good established job printing office in Indiana county seat; price $3,500. E 954.

FOR SALE.

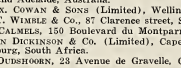
FOR SALE — One Kidder secondhand 28 by 20 inch rotary press, printing one color on each side of the web, and with both flat and folder delivery; a high-speed press which has really never been used; a wonderful machine for printing all kinds of forms and circulars; price very reasonable; immediate delivery. GIBBS-BROWER CO., 261 Broadway, New York city. Telephone "Barclay 8020."

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one Kidder 12 by 26 inch two-color printing, cutting and creasing press; one one-color and one two-color 6 by 6 inch New Era press; four Kidder two-color 12 by 18 inch speed bed and platen presses; one Kidder 42 by 64 inch allsize adjustable rotary, printing one color on each side of the web, a dandy machine. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

PLANT FOR SALE — Two eylinders, two 4notypes, three Gordons, Dexter jobbing folder, stitcher, automatic cutter, three electric motors, Vandercook proof press, large assortment of type, etc.; now running and in good condition; especially suitable for book, catalogue and publications; moderate in price; terms if desired; must be sold at once — if not as a whole, then piecemeal. W. V. GUTHRIE, 227 Holliday st., Baltimore, Md.

FOLDING MACHINES FOR SALE — One New Model Brown, takes sheets 23 by 45, 3 parallel and oblong folds, hand fed; also 1 latest improved Anderson, takes sheet 22 by 28; these machines are practically new; disposal necessary to make room for other machinery. Write for price and full particulars. HENRY ALLEN, Manager, Omaha Printing Company, Omaha, Nebraska.

Megill's Patent
SPRING TONGUE GAUGE PINS



QUICK ON
Send for booklet this and other styles.

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES



VISE GRIP
Send for booklet this and other styles.

PRINTING MACHINERY FOR SALE — Having sold the franchise of The Review, we have for sale 1 Cox Duplex press, 1 linotype Model 5, 1 linotype Model K; all the plant necessary for the publishing of a daily and weekly newspaper; will sell en bloc or separate. For particulars apply to the PETERBOROUGH REVIEW CO., Peterborough, Ont.

FOR SALE — Printing machinery, two-revolution and drum cylinder presses, paper cutters, Gordons, stitchers, punches, folders, proof presses, etc., new and overhauled; quick delivery. We buy and sell printing outfits, machinery, printing room equipment. Write us today. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

FOR SALE — Campbell two-revolution press, size of bed is 22 by 28, prints sheet 21 by 27; a good pressman can produce good general job, catalogue and news work; it is one of the simplest presses to understand; exceptionally good condition. SHAW-WALKER COMPANY, Muskegon, Michigan.

FOR SALE — Goss semi-rotary printing press, prints 8-page 7-column newspaper from flat bed using 46-inch rolls; produces 3,000 complete papers, folded, in one hour; can be seen in operation; a splendid buy. THE WILLIAM FEATHER COMPANY, Caxton bldg., Cleveland, Ohio.

TWO MIEHLES FOR SALE — One 0000 one-color 62-inch machine in first-class condition and one 000 two-color 62-inch press in perfect order; both operating in our Chicago plant doing excellent work; prompt delivery; will make an attractive cash price. E 162.

FOR SALE — Harris S-1, 13 by 19; Harris E-1 envelope; John Thomson 14 by 22; Chandler & Price 14½ by 22; No. 43 Babcock Optimus; No. 3 Miehle; 34-inch Seybold cutter; 34-inch Oswego cutter. JAMES L. BECK, 214 West 34th st., New York city.

SMITH-PREMIER TYPEWRITER, latest model (No. 10), with monotype keyboard arrangement, practically new; just the thing for the beginner on the monotype or for the old-timer who is "rusty"; no reasonable cash offer refused. E 167.

FOR SALE — At a bargain, one Autopress in good condition; has run less than one million impressions; reason for disposing of press is that it is not suited to the class of work we handle. HERALD PUBLISHING CO., Albany, Ga.

LINOTYPE FOR SALE — No. 19, a two-magazine machine with an auxiliary magazine on side, electric pot and alternating current motor; machine is practically as good as new; immediate delivery. E 158.

FOR SALE — One 10 by 15 Peerless with A. C. Kimble motor friction drive, $250; one 8 by 12 C. P. old style Gordon with A. C. Kimble motor friction drive, $200; some odd fonts and job type included. E 174.

FOR SALE — 33 by 44 Brown Togo folder in excellent condition, with or without motor; also 13 by 19 Colt's Armory in fair condition. Printing Department, BECKWITH COMPANY, Dowagiac, Michigan.

FOR SALE — Monotype caster, two Singer sewing machines, and one double 16 Chambers folder; all can be seen working and in perfect order. VIRGINIA STATIONERY CO., Inc., Richmond, Va.

STEREOTYPE PLANT — Standard make, designed for commercial printers; bargain for $250 cash. For particulars address BAIRD COMPANY ENGRAVERS, Kansas City, Missouri.

FOR SALE — One font each, 6, 8 and 12 point linotype mats; roman face with Antique Bold; these mats are in first-class condition. A. C. TAYLOR PRINTING CO., Phoenix, Ariz.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

CAMCO FEEDER FOR SALE — Size to suit 00 Miehle; in perfect condition; can be seen in operation; used about eight months. THE REID PRESS, LIMITED, Hamilton, Ont.

FOR SALE — One large Autopress, Model CC, takes a sheet 14 by 20; a great producer; will sell at a bargain if taken at once. PHOENIX JOB PRINTING CO., Muskogee, Okla.

FOR SALE — Old-established job printing business; cylinders, linotype, Millers; fine opportunity; $4,000 to $5,000 cash, balance time. G. P. WHITE, South Norwalk, Conn.

FOR SALE — One 39 by 55 two-revolution, four-roller, front fly delivery, Babcock printing press; also 5 h. p. 60 cycle, three-phase, 440-volt variable speed motor. E 155.

FOR SALE — One No. 3 Boston wire stitcher, first-class condition; capacity two sheets to ½ inch, both flat and saddle. SHAW-WALKER COMPANY, Muskegon, Michigan.

FOR SALE — At half price, a No. 9 four-roller Optimus, 39 by 55, good as new; too large for us; can be seen in operation. THE BOND PRESS, Inc., Hartford, Conn.

OPTIMUS PRESS, four-roller, bed size 39 by 47; in good running order; press can be seen in operation. KNIGHT PRINTING COMPANY, Fargo, N. D.

FOR SALE — Job plant and bindery in live manufacturing city in Ontario (20,000); only one other office; good business. E 157.

PRINTING PRESS FOR SALE — Hoe cylinder, sheet 20 by 25, good condition. SHEIP & VANDEGRIFT, Inc., Philadelphia, Pa.

FOR SALE — One Dexter Folder Company's feeder. BYRON WESTON CO., Dalton, Mass.

HELP WANTED.

All-Around Men.

THE OWNERS of a well-equipped printing plant of five cylinders, half dozen jobbers and complete bindery want a man who can really turn out the work without errors, who can handle men, pushing billings out and who understands color work and job work; no man need apply for this situation unless he can eliminate errors and mistakes; we want a man with a lot of energy who is afraid of nothing, and who knows his business thoroughly; to the right man we will give a fine salary and a percentage of the profits; we have plenty of sales, the proposition is a matter of quick, correct and volume production. E 144.

Bindery.

BINDERY FOREMAN — Thoroughly experienced on edition, pamphlet and catalogue work, practical in all branches, to act as working foreman of edition and pamphlet bindery, handling high-grade work; one possessing the ability to handle help efficiently and produce work systematically; prefer a man competent to estimate costs and who has full knowledge of all stocks and materials; excellent permanent position for reliable industrious man; state fully past experience, age, qualifications, salary expected, etc. E 123.

WANTED — Bindery working foreman in progressive northern Ohio printing plant; must be good forwarder and finisher with some ruling experience; must have working knowledge of perforators and punching machines, together with an abundance of cutting machine experience; highest wages to capable mechanic with good record; state age, married or single, and where employed during the past ten years, length of service with each, capacity employed in, and salary received; union plant. If you haven't time to reply to the above in full, don't write. E 29.

BINDERY FOREMAN — Thoroughly experienced on Cleveland and Brown folding machines; must possess ability to handle high-class forwarding and finishing; state fully your qualifications to take entire charge of complete bindery and state salary. Address The Superintendent, THE RECORD COMPANY, St. Augustine, Florida.

BOOKBINDER — Steady position open for good all-round bookbinder (ruler, forwarder and finisher); fine equipment to work with; good pay. Write at once. PHOENIX JOB PRINTING CO., Muskogee, Okla.

WANTED — First-class forwarder and finisher familiar with blank books and loose leaf binders; also first-class paper ruler. A. G. GORDON CO., Box 753, Winston-Salem, N. C.

Composing Room.

TYPOGRAPHIC LAYOUT MAN, non-union, in plant doing high-grade catalogue and advertising printing; only a practical man who can set good display work will be considered; an excellent opportunity for one who understands all the detail necessary to produce well balanced display composition; good plant (open shop) located in the Middle West; give particulars and experience in first letter. E 150.

WANTED — Foreman for composing room; a practical man familiar with and able to produce good booklet and advertising composition in up-to-date plant; non-union; located in Middle West; operating both linotype and monotype machines; executive ability essential; a good position offering opportunity for advancement to the right man. Give references and write fully. E 154.

LINOTYPE OPERATOR, non-union, experienced on good book and catalogue work; must set clean proof, a reasonable amount of matter, and keep machine in good running order; a steady position, with good wages to a desirable man; up-to-date plant located in vicinity of Chicago. Write fully. E 146.

COMPOSITOR who can set up good display work and is accustomed to handle good booklet, catalogue and advertising printing; good plant with an abundance of material; located in Central West; non-union; a good opportunity for advancement to the right man; give full information. E 837.

WANTED — Good stoneman accustomed to locking up close-register forms in plant doing good catalogue and a general line of advertising printing; non-union; located near Chicago; state experience and positions previously held in first letter. E 153.

PROCESS WORK —and *Electrotyping*

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, $0.72, Post-free. Specimen Copy, Post-free, $0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A.W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

COMPETENT FOREMAN for composing room large well-equipped plant in Cleveland, Ohio, doing blank form work exclusively; must be able to O. K. work of this department; state salary expected and past experience. E 58.

WANTED — Machine operator for job composition and catalogue work; also hand compositor able to handle general run of job composition; steady positions, best of wages and good working conditions; union. E 165.

WANTED — German-English linotype operator for magazine and book work; steady job; ideal working conditions. WARTBURG PUB. HOUSE, Waverly, Iowa.

WANTED — Job printer (small work); steady position, union shop; good salary; no publications. THE COMMERCIAL PRESS, Pontiac, Mich.

MACHINIST OPERATOR — First-class book and job operator who is also good machinist; non-union; school town in Missouri. E 145.

WANTED — Monotype keyboard operator, male or female; steady employment; hurry. THE ROYCROFTERS, East Aurora, N. Y.

FIRST-CLASS JOB PRINTER — Scale $42 per week of 48 hours; union. GREER PRINTING CO., Duluth, Minn.

Estimator.

YOUNG MAN as assistant in estimating department in western New York plant; must be conversant with Standard cost finding system, and preferably (though not necessarily) a graduate of estimating course. E 93.

Managers and Superintendents.

SUPERINTENDENT IS NEEDED by large manufacturing stationer in the Middle West employing 300 people; position will pay more than $4,500 per year; company manufactures specialties, such as composition books and tablets for school work, which are nationally known; man must have some bindery knowledge, be energetic, keen for production and prepared to prove previous experience in superintendency. Give full particulars, experience, age, height, weight, married or single. All replies considered strictly confidential and no inquiries will be made without consent of applicant. E 152.

MANUFACTURING SUPERINTENDENT WANTED — Southern city, modern plant; linotype machines, up-to-date composing room, 2 cylinders, Kelly, 5 platens with Miller feeders, full bindery equipment; must be high-class man and thoroughly capable; union. E 173.

MAN with practical experience for production superintendent in large western New York plant; good salary for the right man. E 96.

Pressroom.

WANTED — Pressman for Miehle and job presses; northern California city, 15,000 population; job steady; want man desiring to locate permanently; fine for married man; excellent schools and healthy, moderate climate. E 147.

PRESSMAN — Steady job open for good cylinder pressman; prefer man familiar with Autopress; city of 40,000; good pay. Write at once to E 156.

Proofroom.

WANTED — Experienced proofreader and O. K. man for general line of commercial work; union shop. BURD & FLETCHER PRINTING CO., 7th and May sts., Kansas City, Mo.

Salesman.

A LONG-ESTABLISHED lithographing concern located in the Northwest is contemplating a specialty department to manufacture and sell calendars, greetings, fans and other lithographed specialties and want a capable man who has had experience in marketing these commodities to take charge of department. E 148.

INSTRUCTION.

LINOTYPE INSTRUCTION — 15 Mergenthalers; day course, eight weeks, $100; 12 years of constant improvement; every advantage; thorough mechanical instruction. Call, write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133 East 16th st., New York city.

MISCELLANEOUS.

MORE MONEY FOR EASIER WORK UNDER MORE PLEASANT CONDITIONS — Would you like it? Then learn to operate the monotype. There are monotype schools in Philadelphia, New York, Chicago and Toronto. Compositors do not pay any tuition fee. Apply to the nearest. LANSTON MONOTYPE MACHINE COMPANY.

A MANUFACTURING STATIONER desires to obtain information about the wax plate process with view of installing same and engaging a reliable man to operate it. E 969.

WANTED — Printing (especially gummed labels) to sell, by mail, to business men. G. EDWARD HARRISON, Agent, Baltimore, Maryland.

SITUATIONS WANTED.

Bindery.

BINDERY — Are you looking for an executive in your bindery who can increase both quality and production of your work; broad experience with pamphlet, magazine and manifold work; expert on folding and other bindery machinery; prefer Detroit — East or Southeast. E 166.

FIRST-CLASS RULER, forwarder and finisher wants a change; nothing less than $50 considered; any branch, any shop. E 171.

Composing Room.

LAYOUT MAN and first-class compositor of executive ability desires connection with concern preferring high-grade work, or advertising agency where ability is required. E 170.

OPERATOR — Linotype and monotype; prefer small city or town; who needs a clean, steady union operator where both machines are? E 146.

Cost Accountant.

DO YOU NEED a cost accountant to install or take charge of your cost finding department? I am not a floater but desirous of connecting with greater opportunities; unsettled market conditions demand that you give cost of production serious consideration, and nothing this side of an efficient cost finding department will protect you. E 137.

Machine Designer.

MACHINE DESIGNER-DRAFTSMAN with 10 years' experience on printers' and bookbinders' machinery desires permanent position; can design new, improve old machinery, and take charge of repairing; salary $3,000; best references. E 169.

Managers and Superintendents.

SUPERINTENDENT-FOREMAN — First-class man, now employed, is looking for opening with reliable printing firm having need for responsible composing room and pressroom executive; well experienced in handling help and directing color work; color catalogues, booklets and advertising a specialty; a result-getter. E 151.

WANTED — Position as superintendent or assistant superintendent of large printing plant by job printer and linotype operator-machinist of 30 years' experience; estimator and correspondent; 18 years in last position as superintendent of small plant; east of Chicago preferred. E 92.

Pressroom.

SITUATION WANTED — Pressroom executive capable of handling large pressrooms. W. S. S., 1831 Washington av., S., Lansing, Mich.

Proofroom.

SITUATION WANTED as proofreader by professional man who, for sake of health, must change; had some experience; educationally qualified. E 159.

WANTED TO PURCHASE.

WANTED — Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

WANTED — We will buy or sell for you your surplus machinery. Send us your list and, if possible, description, condition and price f. o. b. your city. We can handle your complete plant. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

WANTED TO BUY secondhand Meisel and Kidder flat-bed roll presses; what have you to sell in any style of roll printing presses? Address, with full particulars, THE STANDARD REGISTER COMPANY, Dept. P, Dayton, Ohio, U. S. A.

WANTED — 50 to 60 inch Oswego cutting machine or any other standard make; must be in first-class condition and of a late serial number. Reply to METROPOLITAN LITHO. & PUB. CO., Dane and Bow sts., Everett, Mass.

WANTED — Matrix rolling machine — casting box — 1,000 lb. metal pot. Write us in reference to any stereotype machinery you have for sale. THE STANDARD REGISTER CO., Dayton, Ohio.

R.R.B. PADDING GLUE

For Strength, Flexibility, Whiteness and General Satisfaction.

ROBERT R. BURRAGE
83 Cold Street NEW YORK

PRINTING PLANT WANTED in or near New York city with three cylinder presses, two linotypes, one hinder, and well-equipped composing room. E 161.

WANTED — Secondhand cylinder; sheet 25 by 38, type 24 by 37; No. 43 Optimus preferred; best cash price. Address J. B. P., Box 246, Hartford, Conn.

WANTED TO PURCHASE, Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED FOR CASH Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED TO BUY — A 10 by 15 job press in good condition. E 168.

WANTED TO BUY — Dexter feeder for No. 1 Pony Miehle. X 145.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plate, strong wording and complete "layout"— new design each month. Write today for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Calendar Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample hooks and prices.

Carbon Black.

CABOT, GODFREY L.— See advertisement.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Halftone or Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Demagnetizers and Ink Dryers.

UTILITY HEATER CO., 220 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses.

Electrotypers' and Stereotypers' Machinery.

HOE, R. & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads.

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

Engraving Methods.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, $1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalkotype Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

Job Printing Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers.

UTILITY HEATER CO., 220 Centre st., New York. Gas machines that stop offset and electric troubles, and are safe for all presses.

Numbering Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paneling and Bordering Processes.

HOW TO DO paneling, gold and color bordering in your own shop. Best made and ready to run in three minutes male embossing die out of waste. Write PROGRESS PRINTING CO., Owensboro, Ky.

Paper Cutters.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies.

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

Printers' Supplies.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Punching Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

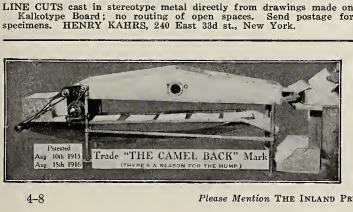
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Rebuilt Printing Presses.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines.

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The art of producing embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

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ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

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OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

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THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 210 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 8th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 160 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo N. Y.; Delavan, N. Y.

Wire Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.



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KNOW TO THE MINUTE when work is started and finished; when orders are received and delivered; when letters are received and answered.

You Need KASTENS TIME STAMP

Efficiency in War Time and All Times! Kastens Time Stamps cost little, are built for long service, and work quickly, smoothly and accurately. *Send for catalogue showing various styles with prices.*

HENRY KASTENS, 418-20 W. 27th St., New York City, N. Y.

Here's a Snap in a Printshop Buy!

ONE of the best located and finest equipped job printing plants in the West is offered for immediate purchase at a most attractive figure. Sickness in proprietor's family demands action. Modern equipment includes 2 8x12 Chandlers, 2 Miller automatics, complete, 1 Colt's Armory, 1 Kelly automatic, 1 32-inch Seybold cutter. Complete composing room paraphernalia, stands, cabinets, cases, frames, stones; also stitcher, perforator, Portland punching machine. Presses all individual motor driven. All equipment in fine shape. Large storeroom, concrete flooring throughout. Floor space of plant about 100x50 feet. Adequate office room and up-to-minute appliances. Firm in business eight years, bears fine reputation and prestige. Business good for $60,000 to $70,000 per year. One $6,000 contract now in hand. Location in city of 250,000 in best section of West. Delightful climate. Fine class of people. For quick sale will sacrifice for $20,000.

Address E 163, care THE INLAND PRINTER.



Don't ask for "a counter"—say **"The Productimeter"** and get the one that sets the standards for all others to follow. Your Supply House has it—or will get it for you.

Write us for Bulletin 61, and find out how and why **"The Productimeter"** succeeds where "counters" fail.

(1203) **DURANT MANUFACTURING COMPANY, Milwaukee, Wis.**

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It will tell you everything you want to know about the "Gene" Turner products; some of them new—all of them worth while.

Also send for Catalogue No. 7.

"GENE" TURNER, 30 Euclid Arcade, Cleveland

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TO THE TRADE

We specialize in Edition and Catalog Binding in cloth or leather, also pamphlet work.

THE FOREST CITY BOOKBINDING CO.
525 Caxton Bldg., Cleveland, Ohio

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MADE BY

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FOR PAPER CUTTERS

Made from hard wood in our New Wood Type plant at Delevan, N. Y. Any rectangular sizes, any lengths. Prompt shipments.

Delevan, N. Y. EMPIRE TYPE FOUNDRY Buffalo, N. Y.

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Edition Binding, Leather, Cloth, also Catalog.
Efficient Workmanship. Prompt Service.

Correspondence Solicited.

MURPHY-PARKER COMPANY
701-709 Arch Street, Philadelphia, Penna.

EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD
Simple, economical, durable
Sheets, 6x9 inches $1.00 a dozen, postpaid

THE INLAND PRINTER COMPANY
632 Sherman Street, CHICAGO



In Appearance, Too, Brown's Is Superior

SO wonderfully satin-smooth is Brown's that it fairly invites the pen to glide easily over its surface. Your instant impression of superiority is fully confirmed in time.

For Brown's is tough. It is made of pure white rags, without strong bleaching chemicals. Time cannot fade it, neither will it discolor, stain or weaken.

For records that must *last*—legal documents, ledgers, etc. —Brown's is used by county, state, city governments, and big business generally. It is Uncle Sam's Standard.

The additional cost of Brown's is a trifle. The additional service it gives is a miracle. Tell your customers to play safe and adopt Brown's.

Write for sample book now!

BROWN'S
Linen Ledger Papers

L. L. Brown Paper Co., Adams, Mass., U. S. A.

Established
1850

No. 3A

COLLINS OAK LEAF BRANDS

The Confidence of One Hundred

of the most representative Paper JOBBERS in the United States is to our minds the strongest recommendation possible of the fitness and "salability" of our OAK LEAF Products.

MOST of these dealers call your attention to Collins OAK LEAF Products by showing in their current price lists the famous brand mark with each item carried—so that you will readily recognize what you are buying.

SOLD UNDER THE BRAND NAME

"OAK LEAF"

Ultrafine White and Tinted Translucent	Reliable Litho Blank
Ultrafine Folding and Embossing Translucent	Oak Leaf Tough Check
Ultrafine Post Card Stock	Oak Leaf Railroads
Ultrafine Litho Coated Blanks	Oak Leaf Folding Satin
Velumet Coated Cover	Duotone Translucent
Castilian Coated Cover	

THE Collins OAK LEAF is a guarantee. It guarantees that the product is genuine. It guarantees that the manufacturer stands behind it as he stands behind the signature of his checks.

CONSISTENT Quality has brought to Collins Oak Leaf Cardboards a national recognition. Make the acquaintance of your nearest OAK LEAF Dealer. He is worth while.

"The Best in Cardboard Since 1857"

A. M. COLLINS MANUFACTURING CO.

PHILADELPHIA, U. S. A.

COLLINS OAK LEAF DEALERS

ONE HUNDRED DEALERS IN FIFTY-SEVEN CITIES
CARRY OAK LEAF QUALITY PRODUCTS BECAUSE
THEY KNOW THERE ARE NONE BETTER

ALBANY, N. Y.
Hudson Valley Paper Co.
Fischel Paper Co.

ATLANTA, GA.
*The Whitaker Paper Co.

BALTIMORE, MD.
*Henry D. Mentzel & Co.
*The Whitaker Paper Co.

BOSTON, MASS.
*The Whitaker Paper Co.
The A. Storrs & Bement Co
Cook-Vivian Co.
Stone & Andrew, Inc.
The Arnold-Roberts Paper Co.
John Carter Co., Inc.

BRIDGEPORT, CONN.
*New Haven Paper Co.

BUFFALO, N. Y.
*The Alling & Cory Co.

CHICAGO, ILL.
*Chicago Paper Co.
Berkshire Company
Empire Paper Co.
Knox & Wolcott Paper Co.
Messinger Paper Co.
Midland Paper Co.
Parker - Thomas & Tucker Paper Co.
The Whitaker Paper Co.

CINCINNATI, OHIO
*The Whitaker Paper Co.

CLEVELAND, OHIO
*The Central Ohio Paper Co.

COLUMBUS, OHIO
*The Central Ohio Paper Co.

DALLAS, TEXAS
*E. C. Palmer & Co., Ltd.
West Cullum Paper Co.

DAYTON, OHIO
*The Whitaker Paper Co.

DENVER, COLO.
*The Whitaker Paper Co.

DES MOINES, IOWA
The Western Newspaper Union

DETROIT, MICH.
*The Union Paper & Twine Co.
*The Whitaker Paper Co.

HAGERSTOWN, MD.
Antietam Paper Co., Inc.

HARRISBURG, PA.
Donaldson Paper Co.

HARTFORD, CONN.
Rourke-Eno Paper Co.
*New Haven Paper Co.

HOUSTON, TEXAS
*E. C. Palmer & Co., Ltd.
The Paper Supply Co.

INDIANAPOLIS, IND.
*C. P. Lesh Paper Co.
*The Whitaker Paper Co.

JACKSONVILLE, FLA.
*Antietam Paper Co., Inc.

KANSAS CITY, MO.
Kansas City Paper House
The Mid Western Paper Co.

LINCOLN, NEB.
Lincoln Paper Co.

LOS ANGELES, CAL.
*Zellerbach Paper Co.
Blake-Moffitt & Towne Paper Co.

LOUISVILLE, KY.
*Louisville Paper Co., Inc.

LYNCHBURG, VA.
Caskie-Dillard Co., Inc.

MILWAUKEE, WIS.
*The W. F. Nackie Paper Co.

MINNEAPOLIS, MINN.
*The John Leslie Paper Co.

NASHVILLE, TENN.
*The Graham Paper Co.

NEW ORLEANS, LA.
*E. C. Palmer & Co., Ltd

NEWARK, N. J.
*J. E. Linde Paper Co.
*Lasher & Lathrop, Inc.

NEW YORK CITY, N. Y.
Jay H. Albere
American Paper Mills Corp.
Alexander-Holden Paper Co. Inc.
Beekman Paper & Card Co., Inc.
Forest Paper Co., Inc.
Joseph I. Grady, Inc.
Harlem Card & Paper Co.
Holden & Hawley, Inc.
C. B. Hewitt & Bros., Inc.
Junger Paper Co.
Lasher & Lathrop, Inc.
*J. E. Linde Paper Co.
Manhattan Card & Paper Co.
Richter Card & Paper Co.
Royal Card & Paper Co.
M. & F. Schlosser
W. G. Willmann Paper Co. Inc.

NEW HAVEN, CONN.
*New Haven Paper Co., Inc.

NORFOLK, VA.
R. P. Andrews Paper Co.

OAKLAND, CAL.
*Zellerbach Paper Co.

OKLAHOMA CITY, OKLA.
The Western Newspaper Union

OMAHA, NEB.
Carpenter Paper Co.
*Western Paper Co.
Field-Hamilton & Smith Paper Co.

PHILADELPHIA, PA.
Charles Beck Co.
A. S. Datz & Son
Garrett-Buchanan Co.
*A. Hartung & Co.
*D. L. Ward Co.

PITTSBURGH, PA.
*The Alling & Cory Co.

PORTLAND, ORE.
Blake, McFall Co.
*Zellerbach Paper Co.

PROVIDENCE, R. I.
R. L. Greene Paper Co.

RICHMOND, VA.
*The Whitaker Paper Co.

ROCHESTER, N. Y.
*The Alling & Cory Co.

ST. LOUIS, MO.
*Acme Paper Co.
The Graham Paper Co.

ST. PAUL, MINN.
*Nassau Paper Co.

SALT LAKE CITY, UTAH
Lambert Paper Co.
*Western Newspaper Union

SAN ANTONIO, TEXAS
*San Antonio Paper Co.

SAN FRANCISCO, CAL.
Blake-Moffitt & Towne Paper Co.
*Zellerbach Paper Co.

SEATTLE, WASH.
American Paper Co.
*Zellerbach Paper Co.

SPOKANE, WASH.
*John W. Graham & Co.

SPRINGFIELD, MASS.
*The Paper House of New England

SPRINGFIELD, OHIO
Singer-Leedom Paper Co.

TOLEDO, OHIO
*The Central Ohio Paper Co.

TROY, N. Y.
Troy Paper Co.

WASHINGTON, D. C.
R. P. Andrews Paper Co.

YORK, PA.
R. P. Andrews Paper Co.

WINNIPEG, CANADA
John Martin Paper Co., Ltd.

*Agents for "Oak Leaf Coated Covers." Watch for announcement of the new lines to be featured during 1920

A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U. S. A.



The economic position of the paper merchant in the printing industry

Report No. 4, of a series on the present-day relationship between paper merchant, paper mill, printer and buyer.

"WHEN is a merchant too big to purchase from the wholesaler?" asks a large hosiery manufacturer.

"An apparently indisputable answer would be that the 69 odd department stores in the United States rated at $1,000,000 or over would certainly be classed as out of the wholesale arena.

"And yet in one of the great business cities of the United States, the acknowledged department store leader purchases over half a million dollars yearly from the knit goods department of a non-related wholesale organization.

"The truth is that no merchant ever gets so large that he cannot profitably develop a wholesale connection and the great mass of progressive retailers know this, even though there are some merchants to whom 'ordering from the wholesaler' is an implication of lack of business stature."

The service of the Paper Merchant

What applies to merchants in their lines applies to Printers

The Watermark of Excellence

AMERICAN WRITING
EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

and Lithographers in the Printing Industry. The average Printer* probably works as closely with his Paper Merchant as he does with any other single man with whom he does business. Yet in some instances it is doubtful whether the Printer really understands what the Paper Merchant means to the industry.

A. H. Smith, President of the New York Central Railroad, said only recently that $200,000 a day was added to the cost of food-stuffs brought to New York City because of lack of adequate warehouses.

The Paper Merchant's warehouse is one of the most important parts of his service. The average order for paper is surprisingly small. Were it not for the warehouse of the Paper Merchant, few mills could afford the transportation costs of the hundreds of small orders of Printers buying direct. As it is, the wholesaler orders in carload lots, makes transportation costs low, and still makes it possible for the Printer to buy in small enough quantities to insure a rapid turnover on his capital. The average Printer has only to investigate his purchases of paper for the past year or so to realize how much the Paper Merchant has actually saved him.

The Paper Merchant is a specialist in distribution just as the manufacturer is a specialist in the making of paper. The precise function of the Paper Merchant will, of course, vary from time to time, but there are certain functions which he will always perform — studying the broader tendencies in the market, assembling merchandise in large quantities from the widest sources, redistributing these products in such quantities as desired at the precise time when needed.

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following recommendations:

Work *with* your Paper Merchant.

Select your Paper Merchant on the basis of *service*, and then maintain a permanent business relationship with him.

American Writing Paper Company, Holyoke, Mass.

*Note: In general where the term "Printer" is used in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, the engraver and the stationer.



The Watermark of Excellence

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



The full-page newspaper advertisement at the left opened the campaign. It appeared in the leading newspapers of the country about May 18th.

The advertisement at the right appeared about June 8th. Send for both of these advertisements in broadside form to send to your principal customers.

Why we chose full page space in the newspapers as the logical medium for these announcements

NEWSPAPERS are the logical medium to reach at one time all *buyers* of printing, Printers, printing salesmen, compositors, pressmen, Paper Merchants, employees of Paper Merchants, purchasing and advertising departments throughout the country. The full value of selling the Printer to the buyer depends upon the widest possible immediate circulation. Our direct mail advertising will reach individual Printers and Paper Merchants in addition

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

Selling the printer's service to the buyer of printing

How the first two full page advertisements in the largest daily newspapers throughout the country are accomplishing this result

A BETTER appreciation of the Printer's service—that's the idea behind this series of announcements.

To sell the Printer to the buyer of printing, to broaden the market for printing—these are the results that this campaign is designed to accomplish.

The Printer should be consulted in specifying the paper

Investigation shows that the Printers of the country should be the ones to consult in specifying the paper for the work they do. The American Writing Paper Company feels that this is absolutely sound, that there is a real economic reason for it.



Paper is a raw material. It is not like shoes and clothing which are bought by the consumer in their completed form. It is more like the leather and cloth that go into the *making* of shoes and clothing. And just as the manufacturer must be responsible for the purchase of the leather and cloth, so must the Printer be responsible for the right grade and finish of paper. *The Printer's customer must have the necessary confidence in him to allow him to specify the paper in this way.*

The American Writing Paper Company after careful study believe this so strongly that they announce in these newspaper advertisements that it is their policy to send samples to customers through the Printers and Paper Merchants.

The U. T. A. and the new era in the Printing Industry

There is a new era in the Printing Industry that has been brought about largely through the efforts and leadership of the U. T. A.

The American Writing Paper Company is proud to place itself squarely behind this work that the U. T. A. is doing.

This series of announcements is designed to bring home to all buyers of printing a realization of the constructive service that Printers of today are in a position to render. We feel that the good of the entire Printing Industry demands this recognition.

It is only as the Printer performs a real service that he makes a profit. It is on the Printer's success that the success of the paper manufacturer rests.

The American Writing Paper Company feels that when the Printers and Lithographers of this country more clearly understand the problems of the paper manufacturer, there will be greater co-operation between Printer, Paper Merchant and Manufacturer.

AMERICAN WRITING PAPER COMPANY, Holyoke, Mass.

PAPER COMPANY
PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Manufacturers of Printing Machinery and Supplies — *Sell in Great Britain*

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

This long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American made machinery, equipment and supplies essential or advantageous to the printing, box-making and allied trades.

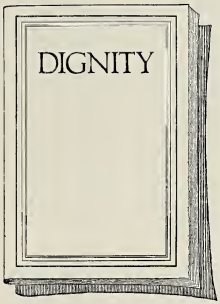
We Can Guarantee Excellent Business for Good Products.

WALKER BROS.

(Usher-Walker, Ltd.)

ENGINEERS AND DEALERS IN MACHINERY AND SUNDRIES FOR THE PRINTING, BOX-MAKING AND ALLIED TRADES.

Main Offices and Showrooms, 33 Bouverie St., Fleet St., London (E. C. 4), England.



STRATHMORE BOOKLET
Awarded the Silver Medal

The new art of Expressive Printing won official approval at the Printing Exhibition of the American Institute of Graphic Arts through the award of the Silver Medal to Strathmore for the "Dignity" booklet.

"Dignity" is not merely the title of this booklet but is expressed by the typography, ornament and the *Strathmore* Old Stratford Book Paper.

Write for a set of the Expressive Advertising Demonstrations, including "Dignity," "Strength," "Luxury," "Daintiness," "Craftsmanship," and several new booklets finished too late for entry in the Printing Exhibition.

STRATHMORE PAPER COMPANY
MITTINEAGUE, MASS., U. S. A.

STRATHMORE EXPRESSIVE PAPERS

BASIC COVER

MADE IN U.S.A.

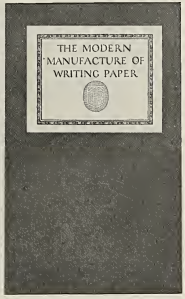
ALL that the name implies—consistent to the standards and to the traditions of the other Basic Items—

Strength—Uniformity
Beauty of Structure
and Finish
Brilliancy of Colors
and a price that
is also Basic.

THE WHITAKER PAPER CO.
HOME OFFICE: CINCINNATI, OHIO
14 Divisional Houses



BASIC LEDGER
BASIC SAFETY
BASIC BOND



Have you had your copy?

A limited supply of these books is still available. If you have not already received a copy, send for one today.

"The Modern Manufacture of Writing Paper"

tells the story of paper making in a non-technical way. It is bound, printed and illustrated in a way that makes it a really valuable addition to your library.

Fill out the coupon below and send it attached to your letterhead.

EASTERN MANUFACTURING COMPANY

General Sales Offices, 501 Fifth Ave., New York.

Eastern Manufacturing Company,
501 Fifth Avenue, New York:

Please send us a complimentary copy of *"The Modern Manufacture of Writing Paper."*

Firm Name.....

Address.....City and State.....

Requested by.....Position.....

The Inland Printer.

"Ideal-ize"

In order to do this buy

Ideal Guaranteed Flat Gummed Papers

"Non-Curling" *"Non-Caking"*

"What more can we say?"



IDEAL COATED PAPER COMPANY

Mills and Main Office, BROOKFIELD, MASS.

NEW YORK CINCINNATI CHICAGO

Say It in Printing Ink

"Say It With Flowers" as an advertising slogan has been patented and can only be used by the owners of the trade-mark. To have an expression last for all time it should be said in Permanent Printing Ink.

Sinclair and Valentine Co.

Have a large selection of Permanent Black Inks to choose from. Among the best sellers:

Diamond Half-Tone Black 7005;
Memorial Jet Black 7006;
Ben Franklin Half-Tone Black 7016;
Lincoln Half-Tone Black 7021;
Policy Bond Black 7528;
Dull Mourning Black 7035;
Three Grades Rotary Black 7477, 7478, 7486;
Positive Black for Litho and Offset 652 Special.

NEW YORK, 605-611 WEST 129th STREET

BOSTON.....516 Atlantic Avenue
PHILADELPHIA.....1106 Vine Street
BALTIMORE.....312 North Holliday Street
NEW ORLEANS.....425 Gravier Street
CHICAGO.....718 South Clark Street
ST. LOUIS.....320 Locust Street
DETROIT.....184 Gladstone Avenue
WINNIPEG.....173 McDermott Avenue
CLEVELAND.....321 Frankfort Avenue
MONTREAL.....46 Alexander Avenue
TORONTO.....233 Richmond Street, W.
ALBANY, BUFFALO and Other Cities.

FACTORIES: NEW YORK, NEW JERSEY, CANADA

CROMWELL
Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Sample of our Tympan Paper sent on application.

The Cromwell Paper Co.

Department I. P. **Jasper Place** **Chicago, Ill., U.S.A.**

Trade  Mark

Having Purchased a Modern *Bindery, Engraving, Lithographing and Printing Plant* in the Northern Part of New York State We Can Offer Any of the Following Equipment for *Delivery After July 15th:*

This plant is at present in operation and an offer for it as a going concern would be entertained.

CYLINDER PRESS ROOM

No. 1 Pony Miehle 2 Rev. 26 x 34 Bed
No. 3 Miehle 2 Rev. 33 x 46 Bed
2 No. 1 Miehle 2 Rev. 39 x 53 Bed
00 Miehle 2 Revolution 43 x 56 Bed
No. 10 Optimus, 41 x 55 Bed, Dexter Feeder

ENGRAVING DEPARTMENT

$3\frac{1}{2}$ x $8\frac{1}{2}$ Carver Power Embosser.
$2\frac{1}{2}$ x 6 Carver Power Embosser
Plate Press—King Hand Embosser

BINDERY

50″ Acme Auto. Clamp Power Cutter
34″ Acme Auto. Clamp Power Cutter
3 Brown & Dexter Folders
2 No. 2 and No. 4 Boston Stitchers
2 New Jersey & Universal Stitchers
Seybold Power Round Cornering Machine
2 Fuchs & Lang Bronzing Machines
Tatum Power Punch
Latham Power Perforator

LITHOGRAPHING DEPARTMENT

S 5L Harris Offset with Top Suction Automatic Feeder
2 No. $3\frac{1}{2}$ Hoe Stone Presses
Transfer Presses, Stones, Etc.

JOB PRESS ROOM

14 x 22 John Thomson Style 5 C
13 x 19 John Thomson Style 5 A
4 10 x 15 Colt's Armory Presses
10 x 15 Chandler & Price Press with Miller Feeder complete
8 x 12 Chandler & Price Press
E. 1. Harris Automatic Press

COMPOSING ROOM

6 American Cut Cost Cabinets
6 Marble & Iron Top Imposing Tables
No. 2 Potter Proof Press
Washington Hand Press
Galley & Letterboard Cabinets
Cabinets, Wood Type Stands, Etc.

All Machines Equipped with Individual Direct Current Motors.

CONNER, FENDLER & COMPANY

96 Beekman Street, New York City
Telephone 3970 Beekman

Cylinder Presses for Immediate Delivery at 96 Beekman Street

1 E. Whitlock 2 Rev. 35 x 47 Bed
3 E. Whitlock 2 Rev. 27 x 40 Bed
No. 2 Pony Cottrell 26 x 34 Bed
Campbell Book & Jobber 23 x 30 Bed

TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET
SPECIAL MAGAZINE
MACHINE FINISH
TICONDEROGA FINISH

MUSIC
EGGSHELL
SCHOOL TEXT
ANTIQUE LAID

Uniformity

SALES OFFICE, 522 FIFTH AVENUE, NEW YORK CITY, N. Y.



Famous Byron Weston Products

- ☐ Byron Weston Record Paper . . . . Highest grade ledger
- ☐ Waverly Ledger Paper . . . . . Popular priced ledger
- ☐ Flexo Ledger Paper . . . . . Hinged for loose leaf
- ☐ Typocount Ledger Paper . . . . For machine bookkeeping
- ☐ Defiance Bond Paper High-grade documents and correspondence

Check the items in which you are interested and we will send you sectional sample books.

BYRON WESTON COMPANY
DALTON, MASSACHUSETTS



Raven Black

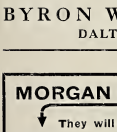
A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.
New York *Chicago*

MORGAN EXPANSION ROLLER TRUCKS —FOR— **JOB PRESSES**

They will expand—they will contract
they will last a lifetime

by renewing the rubber tires occasionally.



You can afford to buy new tires once a month and then be one dollar a week or more to the good in the saving of ink, make ready, wear of press and rollers, but the rubbers will last from three to six months—and more if taken care of. There are no mechanical parts to get clogged with ink, no steel bands to stretch, and they run absolutely true and noiseless.



ASK YOUR DEALER or SEND DIRECT TO **MORGAN EXPANSION ROLLER TRUCK CO., 6552 Hollywood Boul., Los Angeles, Cal.**

A Perfect Register

Poor Register Eliminated.
Perfect Register with Poor Feeding.
Colorwork Registered to the *Dot.*

Price, $3.50



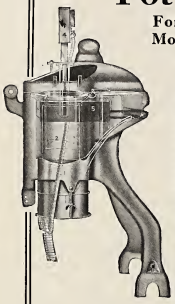
The Cowan Registering Side Guide
For Job Presses

Price Soon Saved by Non-use of Throw-off, Saving Time and Paper

The

Fort-ified Electric Pot Heater

For Linotypes, Intertypes, Monotypes and Linographs



"BEST ELECTRIC HEATING UNIT ON THE MARKET"

One of our customers received an inquiry from a prospective customer and his answer was: "Your inquiry about Fort-ified Electric Heater for typesetting machines received. The experience of Fort-ified users in this territory is such that an inquiry addressed to any of them will be the same as mine. They are absolutely the BEST ELECTRIC HEATING UNIT UPON THE MARKET and you will make no mistake if you install them in the plant of which you have charge. Their interchangeability from electricity to gas tends to reduce the loss of time when anything does go wrong to a minimum. And if the Fort-ified had no other advantageous feature than this, it alone would be sufficient to recommend this unit to discriminating users."

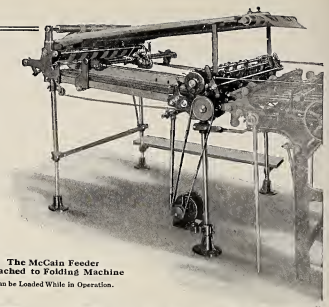
Announcement

We are now in our new factory and in a position to care for all business that may be accorded us now or in the near future. Many thanks to those who have favored us with their patronage.

Write for our late Illustrated Booklet which is now ready for distribution. Address

Fort-ified Manufacturing Company

14th St. and Agnes Ave., Kansas City, Mo.



The McCain Feeder Attached to Folding Machine

Can be Loaded While in Operation.

Hand Feeding Is Now Out of Date

Not only is it out of date, but it is expensive as well. Cost records show that automatic feeders not only bring down the cost of production, but they increase the output of your machines. Prominent printers and binders will tell you that

THE McCAIN Automatic Feeder

is a money-maker in their plants. Attached to an Anderson, Brown, Cleveland, Dexter, or Hall folder, The McCain Feeder immediately increases the efficiency of the machine.

Write for details — no obligation.

McCain Bros. Manufacturing Company

29 South Clinton Street, Chicago, Illinois



The new home of

"K.B." BLANKS

The blanks that are made like bank notes for bonds stock certificates and all papers of value

KIHN BROTHERS BANK NOTE ENGRAVERS

205-209 WEST NINETEENTH STREET

NEW YORK CITY, U. S. A.

Your Profits and Your Motor

Have you ever given your motor a thought when considering the profits in your business?

PUSH-BUTTON CONTROL MOTORS

Not only operate with a minimum of upkeep, but permit you to run your presses at just the speed the work demands. This keeps the presses at their highest efficiency, and adds to your profits every day.

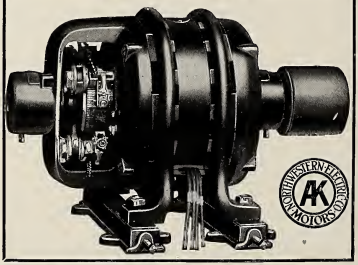
Illustrated folder, giving prices, free on request.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1024 Grand Ave. MINNEAPOLIS, 8 N. Sixth St.

TORONTO, 308 Tyrell Bldg., 95 King St., E.



ADVANCE VERT CE

Electric Glue Heaters



Do you know you can heat your glue with ELECTRICITY cheaper than with gas or steam?

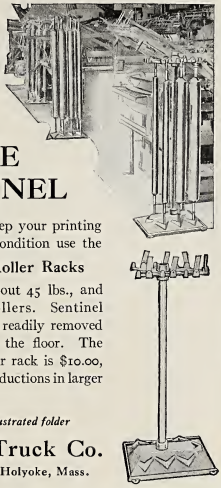
—

Let us tell you about our complete line which most large binders are using and find a profitable investment.

Complete information on request to

The Advance Machinery Co.
VAN WERT, OHIO

Will Increase the Life of Your Printing Rollers 20%



THE SENTINEL

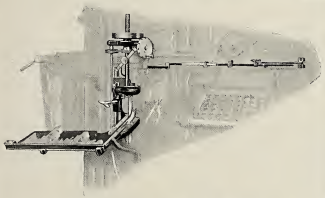
In order to keep your printing rolls in good condition use the

Sentinel Roller Racks

They weigh about 45 lbs., and hold eight rollers. Sentinel Racks may be readily removed or screwed to the floor. The regular cost per rack is $10.00, but there are reductions in larger quantities.

Send for illustrated folder

Cowan Truck Co.
22 Water St., Holyoke, Mass.



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cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

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Careful Color Printers send us their progressive proofs and we select proper inks.

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The Only Stick that Is Always Adjustable
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Require only eight minutes to make rubber stamps. Will also make HARD RUBBER STEREOTYPES for printing. A few dollars buys complete outfit. Send for catalogue.
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Let this plant be your bindery. We are equipped to serve you no matter where you are located.
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will wonder how you ever got along without one, once you use it.
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A Proportion Slide Rule for instantly determining in advance the exact dimensions of coming cuts.



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Here's what R. L. Alger, General Manager Printing Dept., Geo. E. Cole & Co., Chicago, says of the "Telzit": "It's invaluable. Don't know how I ever got along without one."
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SAVE
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TROUBLE!
MONEY!



A SORTS CASTER OPERATED ENTIRELY BY HAND—CASTING TYPE AND CUTS UP TO 6 x 9 PICAS.
Write us about our free trial offer.
Taylor Hand Adjustable Mold Co.
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Linotype, Monotype, Stereotype Special Mixtures
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First, Last and All the Time
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Write for Sample Sheet.
Expert Makers:
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Rutherford Halftone Black

A dense black, free flowing, fast drying ink.

75 cents a pound

Miracol—An Ink Reducer

Brings life and lustre to old ink. Retains the color strength. If you have trouble with ink in changing from one quality of paper to another, use Miracol.

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COMPLETE PLATE MOUNTING System for Book, Catalogue and Color Printing



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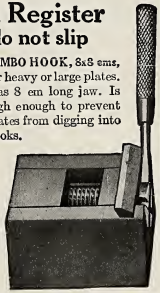
Three-Piece Register Hook

Hold Perfect Register

These hooks do not slip



JUMBO HOOK, 8x8 ems, for heavy or large plates. Has 8 em long jaw. Is high enough to prevent plates from digging into hooks.



8x8-em HOOK

No springs or gears. Rigid and interchangeable to accommodate the smallest margins. Has 6 ems travel and cannot work loose.

Result: Perfect Register.

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Eliminate preliminary experiments and uncertain results from your gummed label work. The profit and satisfaction in this class of work depend on the reliability of the gummed stock you use.

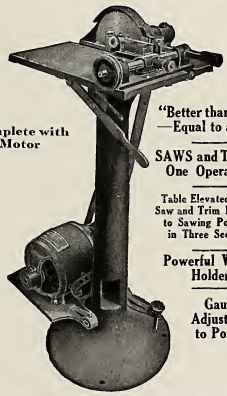
Entire reliability is a characteristic of Indian Brand Gummed Paper, just as much as its finely finished surface, its careful gumming and remarkable adhesive qualities. Packed in moisture-proof packages.

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Complete with Motor

"Better than Many —Equal to any"

SAWS and TRIMS One Operation

Table Elevated from Saw and Trim Position to Sawing Position in Three Seconds

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You'll Find Real Satisfaction in Crescent Service Because—

Crescent Service stands for something more than goodness in Designing, Engraving and Electrotyping.

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Fits Any Socket—Use It Anywhere in Shop or Factory



"INTERNATIONAL" Electric Glue Heaters

Fireless cooker principle conserves and utilizes every bit of heat generated. Holds glue at correct working temperatures without guesswork. Average cost of operation about one cent per day. Keeps glue at correct temperature for greatest tensile strength. Properly glued joints never fail. This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket. Used by prominent concerns everywhere.

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Write for folder, "Efficient Glue Handling"

"International Electric Heaters Are the Best"

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Women Workers Appreciate Them

Most women who have to work standing a good part of the time on uncovered floors tire out and become less efficient toward the end of the day.

Foot troubles, colds and other serious ailments result.

In printing establishments and factories where Ezola is used the sick list is cut down and the output per person boosted considerably. These springy mats lessen fatigue and are cold proof and damp proof. They increase contentment and increase output. Write

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That is the principle which allows the pressman to concentrate his attention upon production by freeing his mind of subconscious wrong about speed control. With

The Monitor System

he *knows* that stop, start, slow down or speed up are at his finger tips; that if he wants gradual change he can get it, or bring the press to a quick stop in any emergency by an instinctive down thrust of his hand.



Monitor Controllers will add the finishing touch to your plant—make you prouder of it than ever. Installation is so simple and economical—it can be done without shut-down.

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Good Judgment

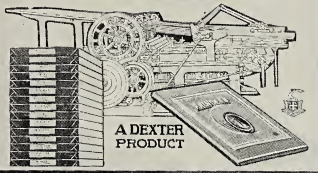
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They use National Safety Paper because it gives them and their depositors the best check protection known.

Send for samples.

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Let us send you a Sample Book of Princess Cover Paper. Also ask for a copy of X.Y.Z.A., Dexter's unusual house organ.

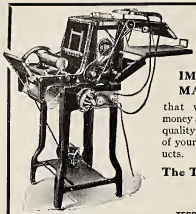
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The Do-More Automatic Process Embosser

Printing and Embossing

with
IMPROVED MACHINES

that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.



The Automatic Card Printing Machine

The Typo-Embosser is Our Improved Process Embossing Machine.
With double heater will take any size of stock up to 12 inches wide.
Write for our booklet No. 10 today.

TERRITORY NOW OPEN

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Patentees and Manufacturers
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The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

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Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

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A Complete Line for Casting and Finishing Flat or Curved Plates.

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This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show appreciable deterioration.

34th

Annual Convention *of the* U. T. A.

MEMBERS, make your hotel reservations NOW, for this greatest of U. T. A. conventions. Plan to spend three of the most resultful days of your business life in St. Louis—September 13th, 14th and 15th.

Problems vital to the interests of our trade will be dealt with; information and experiences that are invaluable will be exchanged; keenly interesting reports of growth and of plans for the future will be made.

No matter how busy you may be or whether you be member of the U. T. A. or not, you can ill afford not to take a three-day vacation for the purpose of meeting your fellow craftsmen at this convention. Arrange to be there, and come prepared for exceptionally interesting sessions.

Non-Members cordially invited to attend

To Be Held at St. Louis

Sept. 13, 14, 15, 1920

At the Hotel Statler

(Make your own room reservations DIRECT.)



Hot Weather and Tabbing Compound

Are you one of the printers who followed the suggestion to try

NUREX

(Patented June 1, 1920. No. 1,341,782)

Tabbing Compound

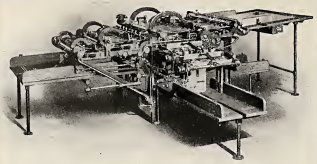
and thus end your tabbing troubles during the hot weather? NUREX is an all-the-year-round tabbing compound—doesn't crack in the winter and never gets stringy and soft in the summer time. If you are wasting time, energy and temper with your tabbing compound, just write to the nearest distributor in the list shown in this advertisement and tell him that you want a gallon of NUREX. Be the judge and you will soon be convinced that the only tabbing compound is NUREX. Write to any of these firms:

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BIRMINGHAM, ALA.	Diem & Wing Paper Co.
BALTIMORE, MD.	Whitaker Paper Co.
BUFFALO, N. Y.	The Alling Cory Co.
CHICAGO, ILL.	J. W. Butler Paper Co.
CLEVELAND, OHIO	The Central Ohio Paper Co.
CLEVELAND, OHIO	The Union Paper & Twine Co.
CINCINNATI, OHIO	The Chatfield & Woods Paper Co.
COLUMBUS, OHIO	The Central Ohio Paper Co.
COLUMBIA, S. C.	The S. H. L. Bryce Co.
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DAYTON, OHIO	The Whitaker Paper Co.
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DALLAS, TEXAS	Southwestern Paper Co.
DETROIT, MICH.	Butler-Detroit Paper Co.
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FARGO, N. D.	Western Newspaper Union
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HAGERSTOWN, MD.	Antietam Paper Co.
HOUSTON, TEXAS	Southwestern Paper Co.
INDIANAPOLIS, IND.	The Crescent Paper Co.
INDIANAPOLIS, IND.	The Whitaker Paper Co.
JACKSONVILLE, FLA.	Antietam Paper Co.
KANSAS CITY, MO.	Missouri Interstate Paper Co.
LINCOLN, NEB.	Western Newspaper Union
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MILWAUKEE, WIS.	Standard Paper Co.
NEW YORK CITY, N. Y.	J. E. Linde Paper Co.
NEW YORK CITY, N. Y.	Lasher & Lathrop
NEWARK, N. J.	Lasher & Lathrop
NASHVILLE, TENN.	Clements Paper Co.
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OKLAHOMA CITY, OKLA.	Western Newspaper Union
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PHILADELPHIA, PA.	Garrett, Buchanan Paper Co.
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SEATTLE, WASH.	Mutual Paper Co.
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THE ARTICLE *for* INCREASING
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Ask your dealer, or write
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Carried in Stock and Made to Order. Also All Other Books for Corporations.
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Use Hercules
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Order through your local dealer or direct from us.

Reduce the High Cost
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Making the form ready in the pressroom is an important element in the cost of the job; inferior electrotypes require a lot of make-ready.
Dinse-Page electrotypes do not.
They lower the cost of production.
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to the average printer and dealer handling our *Peerless Patent Book Form Cards* is indicated by our records as
Averaging $75.00 per Month
That is only the indicated *direct* profit, while the *indirect* profit growing out of the printer's ability to give his customer the best the world affords in cards, by orders for other high-class work (and high-class work is always the most profitable), probably many times multiples that sum. You just can not afford to ignore the trade-winning possibilities and certainties which the handling of these cards means. *Write Today for Samples and Prices.*
The John B. Wiggins Co. Established 1871
Engravers, Plate Printers, Die Embossers, 1104 S. Wabash Ave., CHICAGO

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Registered U. S. Patent Office
We carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.
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A Concise Manual of
Platen Presswork
A complete treatise covering all the essentials of the theory and practice of Platen Presswork. Thirty-two pages, packed with information that you can use every day. Contents: Bearers; Care of the Press; Distribution; Feeding; General Remarks; Impression; Ink; Overlay; Rollers; Setting the Feed Gages; Special Troubles; Tympan; Underlaying. Send a quarter today for a copy. You'll get dollars' worth of good from the pamphlet. Also ask for our latest catalogue of books.
THE INLAND PRINTER CO.
Book Dept. 632 Sherman Street, Chicago, Ill.

TO THE YOUNG COMPOSITOR

FUTURE PROSPECTS how do they look? How soon, in your present position, will you be at the end of your rope—as far as advancement is concerned? These are questions that you must not fail to face.

The young compositor of character and ambition is not content to let the future take care of itself. He is constantly on the lookout for that opening which offers unlimited opportunity for progress.

Such an opening is offered by the Arbor Press, the printing business of Douglas C. McMurtrie, which has just begun manufacturing operations in its magnificent new plant at Greenwich, Conn., thirty miles from New York City.

The working conditions are ideal. Equipment is complete and up to date. The supply of material with which to work is ample. The type of printing handled is of the best. There is chance to exercise initiative and assume responsibility.

Address application or inquiry to the Arbor Press, Greenwich, Conn.



The gummed sheets that never cake!

TRY this test. Thumb a pile of Jones Non-Curling Gummed Sheets. See how each sheet, even though it is coated with the finest adhesive gum, slips through your fingers without even a suggestion of sticking to the one next to it.

And as far as curling, Jones Gummed Stock stays flat regardless of atmospheric conditions.

You will save time and money by insisting on Jones Non-Curling Gummed Stock—and deliver a better job to your customer.

Samples gladly sent on request.

Jones Gummed Paper—it's Non Curling

Leaders Since 1810

SAMUEL JONES & CO.
NEWARK, NEW JERSEY



Did you ever stop to consider how much it means to you to make an estimate for a prospective customer, specifying Old Hampshire Bond? By making it plain that

Old Hampshire Bond

will be used, and not an imitation or a cheap paper, you prevent an unfair competitor from figuring his estimate lower, merely because he intends to cheapen the stock.

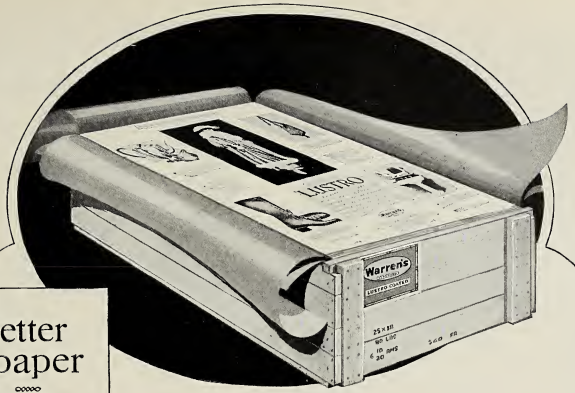
Old Hampshire Bond is known all over the country. Specify it and advise your man that other bids should call for Old Hampshire if they are to be considered with yours.

You will feel safer and your customers' confidence in you will be increased.

Write us on your present letter-head and we will send you a copy of our latest booklet, "Wanted, a Correspondent," also our portfolio of specimen letter-heads, printed, lithographed and engraved on the white and twelve colors of Old Hampshire Bond.

HAMPSHIRE PAPER COMPANY

SOUTH HADLEY FALLS, MASSACHUSETTS



better paper ∞∞ better printing

THERE is logic in the connection between Better Paper and Better Printing.

But we do not want to proclaim Better Paper as the *only* thing necessary to Better Printing.

Into every job of work well done there enters a moral question of men and methods.

Do you know how to deal with a printer? Do you demand that he "sell you" on suggestions that he makes for your benefit? Do you help him to understand just what your catalog or your booklet is to mean to you, your salesmen, your distributors, and your customers?

Did you ever hear of a man calling up a printer and telling him that circumstances permitted him more time to finish a particular job?

These things, as well as Better Paper, affect the production of Better Printing.

The reason for the standardization of Warren's Standard Printing Papers and the reason for each of the dozen different Warren Standards are that we understand just what blank paper means to a printer. Also we understand just what printing means to a man who has merchandise to sell.

S. D. WARREN COMPANY, BOSTON, MASS.

Examples of printing on Warren's Standard Printing Papers are to be seen in Warren Service Pieces, Suggestion Books, and Brochures, which the larger print shops have on exhibit. These books are also in the offices of leading paper merchants, and in those clubs whose libraries are devoted to the examples and lore of printing.

Warren's Standard Printing Papers are

Warren's Cameo
Dull coated for artistic half-tone printing

Warren's Lustro
The highest refinement of surface in glossy coated paper

Warren's Warrentown Coated Book
Glossy surface for fine half-tone and process color work

Warren's Cumberland Coated Book
A recognized standard glossy-coated paper

Warren's Silkote
Semi-dull surface, noted for practical printing qualities

Warren's Printone
Semi-coated. Better than super, cheaper than coated

Warren's Library Text
English finish for medium screen half-tones

Warren's Olde Style
A watermarked antique finish for type and line illustration

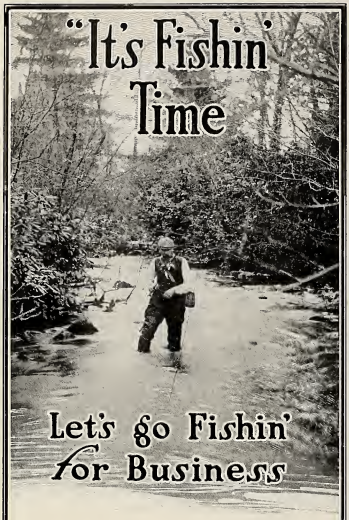
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Super-calendered paper of standard, uniform quality

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A dependable, hand-sorted, machine finish paper

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Developed especially for offset printing

Warren's India
For thin editions

Warren's STANDARD Printing Papers



YOU MEN who fish know it takes something live, bright-colored and attractive to get a rise out of a wily, business-like bass. It's the same way in fishing for business. You must have something compellingly attractive—something so snappy and full of life that it just simply refuses to be ignored—to interest the "big uns."

That's why so many successful business fishermen come to Stafford for their bait. They have found that the high quality of Stafford art work and Stafford engraving spells the difference between ordinary advertising matter and the kind that compels attention.

Nearly thirty years of experience go into every Stafford engraving. All Stafford halftones are made by the Levy Acid Blast Process, which give a deeper, cleaner and sharper etching than it is possible to obtain by the old tub method. Every engraving that leaves our plant, whether it be etching, halftone, or process color plate, must measure up, in every respect, to the standard that has made the name of Stafford a synonym for quality.

We will welcome the opportunity to tell you how we can make YOUR BUSINESS BAIT more effective

Stafford Engraving Company
"THE HOUSE OF IDEAS"
Artists' Designers' Engravers
CENTURY BUILDING :: :: INDIANAPOLIS



The
New Potter
Proof Press

all equipped as in the picture

is the most complete and satisfactory general proving outfit you can purchase. The inking attachment is simplicity itself, and saves a vast amount of time. The paper cabinet for paper, gasoline, ink, etc., is a great convenience. The press handles all kinds of work well.

The Potter Proof Press has a record for good service in other plants on which you also can count. Ask any printer who owns one.

HACKER MANUFACTURING CO.
312 No. May Street, Chicago.

A Magazine "somewhat different" from the other periodicals devoted to the graphic arts is

THE PRINTING ART

Issued monthly by The University Press Cambridge, Mass.

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be a good description for THE PRINTING ART.

Subscription, $4.00 per year; 40 cents per copy. Canadian $4.30 per year, 45 cents per copy. Foreign, $6.00 per year; 60 cents per copy.

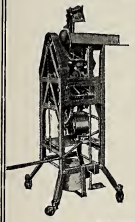
Write for full details

THE PRINTING ART
CAMBRIDGE, MASS.

Saves Time, Labor and Twine

The modern printer must watch every opportunity to eliminate lost time in his plant; labor is high and wages are on the increase; twine, once a small item, must be considered in economy of material.

THE BUNN Package-Tying Machine



does the work of three to five girls and produces every minute it is in operation. The operator simply places the packages on the machine and reaches for more; the machine automatically ties and ejects. Ties this non-slip knot



which insures a package that will carry without danger of coming apart.

Why not arrange for a ten-day free trial in your plant?

B. H. BUNN & COMPANY
9970 Charles St., Chicago, Ill.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
TURNERS FALLS, MASS.
ESLEECK MFG. COMPANY

You may depend upon The Onion Skin and Manifold Papers made by ESLEECK

It is worth considerable to get PAPER that is

both light and strong
both thin and durable
both good looking and useful

These dependable papers are sold by leading paper dealers.

Ask Dept. B for samples.

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.



Go to Goes for

Stock Certificates
Both Regular-Litho and Steel-Litho Designs
Stock-Certificate Binders
Bordered Blanks
Diplomas Certificates of Award
Bonds Mortgage Notes
Charters Insurance Policies
Marriage Certificates and Licenses

Bound and Loose Leaf Corporation Record-Books

Lithographed Calendar Pads

Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards

Samples of any of these Goes Printers' Helps upon request

Goes Lithographing Company
45 West 61st Street
Chicago

We suggest that you send for our booklet, "We suggest" — a printers' help extraordinary



THE INLAND PRINTER does not take any particular credit to itself for belonging to the Audit Bureau of Circulations.

To supply A. B. C. reports on its circulation is good business practice on the part of any publication and THE INLAND PRINTER is glad to render this necessary service to advertisers.

It is not that THE INLAND PRINTER requires any check on the honesty of its circulation statements. It is because it is honest that it is able to qualify for A. B. C. membership. Circulation falsifiers are not eligible.

THE INLAND PRINTER is a member of the A. B. C. because it wishes to identify itself with advertisers, advertising agents and other reputable publishers in this co-operative effort to discountenance unfair methods.

The advertiser has one way only of distinguishing. He knows that every publication that belongs to the A. B. C. tells the exact truth about its circulation. With other papers he lacks that assurance.

The Bureau's report on the circulation of THE INLAND PRINTER will be sent to advertisers on request.

BOOKBINDING
AND ITS AUXILIARY BRANCHES

IN FOUR PARTS:

PART I.—Paper Rulings. 73 pages; 22 illustrations; price, $1.25; postage, 10 cents extra.

PART II.—Pamphlet Binding, Crimping and Quarter Binding. 119 pages; 37 illustrations; price, $1.50; postage, 10 cents extra.

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Size 6 x 9. Bound in Boards.

Order today, or send for booklet showing the contents, sample pages, etc.

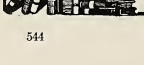
THE four volumes contain in concise yet comprehensive form the broad knowledge the author, John J. Pleger, has gained by his many years of study and practice. They are written with but one idea in mind—their usefulness to every one connected in any way with binding and its branches.

A special price of $5.00 is given when the complete set is bought. (Postage is 20 cents extra.) Separate volumes can be had at the prices shown in this ad.

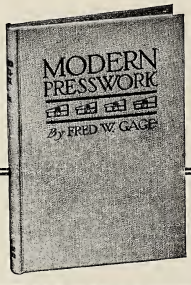
THE INLAND PRINTER CO.

(*Book Dept.*)

632 Sherman Street, Chicago



A Handbook for Pressmen



138 pages. Size, 5½x7½. Cloth. Price, $2. Postage, 10c extra.

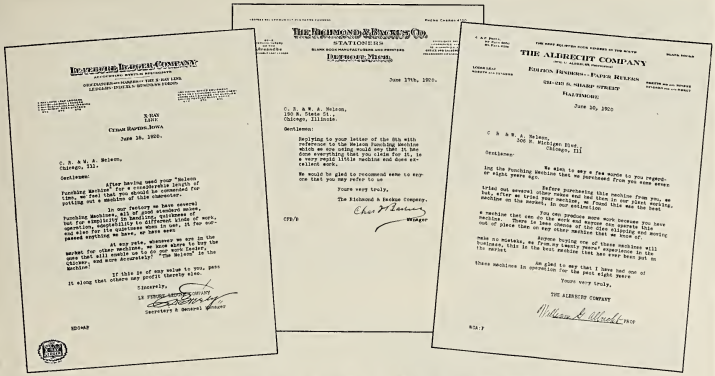
A COMPLETE working manual wherein the pressmen will find genuine aid in their efforts toward perfecting themselves in their chosen vocation. New methods are clearly described, particular attention being given to the proper care and use of machinery and apparatus in the pressroom.

CONTENTS: Putting the Press in Condition; Adjusting Bed Movement; Cylinder Adjustments; Register Rack and Segment; Grippers; Side and End Guides; Setting the Rollers; Putting the Form to Press; Making Ready; Underlaying; Overlaying; Marking Out; Vignetted Half-tones; Ready to Run; During the Run; Quick Make-ready; Composition Rollers; Close Register Work; Colorwork; Papers and Inks; Electricity and How to Eliminate It; Pressroom System; The Pressman; The Feeder; A Few Don'ts.

THE INLAND PRINTER CO.

(Book Dept.)

632 Sherman St., Chicago, Ill.

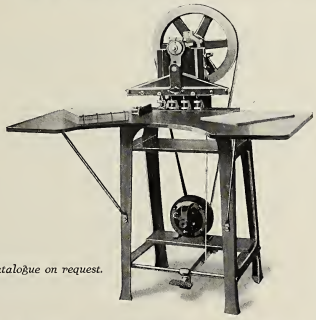


BE CONVINCED!

These letters are but a few of the many that tell the story of the performance of

NELSON PUNCHING MACHINES

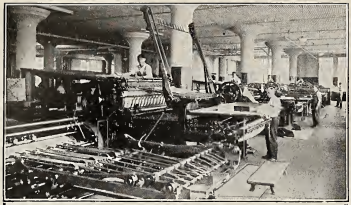
Printers and Loose-Leaf Makers buy their NELSON PRESS as an investment. They buy it as a known and established value, because they feel sure of it—sure of its performance, sure of its freedom from trouble, sure of every quality that makes a punching equipment thoroughly satisfactory.



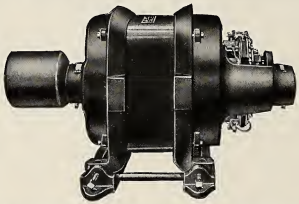
Catalogue on request.

C. R. & W. A. NELSON

306 NORTH MICHIGAN AVENUE, CHICAGO, ILL.



Brown, Blodgett & Sperry Co., of St. Paul, Minn., commend



Mr. John J. Gleason, Treasurer and Manager of Brown, Blodgett & Sperry Company, whose famous printing, lithographing and engraving plant at St. Paul is known to all, answers an inquiry as follows:

> We installed Kimble Motors on all our machines requiring variable speed something over three years ago, and they have proved entirely satisfactory. We have had little or no expense in the upkeep or repairs, and the speed control is all that we could ask for.
>
> If the motors continue to do the service and stand up as well in the future as they have so far with us, we would not hesitate to duplicate our order if we were putting in a new installation."

In equipping their plant some three years ago, they installed something like 75 motors, of which about half were constant speed, the rest of the equipment being KIMBLE Variable Speed Motors — all the variable speed motors purchased being Kimbles.

Their experience tallies with that of all Kimble clients — efficient, economical daily performance, combined with marked freedom from repair expense.

In these three years, the electricity saved by the KIMBLE VARIABLE SPEED MOTORS (which consume current only in proportion to speed) must have amounted to a good many hundreds of dollars. And the increase in output and saving in spoilage due to flexible speed control would total up to a much larger sum.

Consult us on your alternating current motor equipment for

Cylinder Presses
Job Presses
Folders, Stitchers
and other shop equipment

Whether you need only one motor or a "flock" of them.

Send for our Bulletins

KIMBLE ELECTRIC CO.

635 North Western Avenue
CHICAGO

Save Hours of Production Time in Every Mechanical Department and Improve the Quality of Your Product by Installing

The PREMIER REGISTER and LINE-UP TABLE



Standard size for sheets up to 51 x 40. Larger sizes to order.

THE Premier Table will free the stones of line-up work and save hours of time for stonemen; it will practically eliminate press-waiting time in the shifting of forms for position and register, and while running will insure that correct position and register are maintained; it will save the bindery man hours of time — he sets his folding machines for the first signature on a job and all other signatures which follow will feed to the same identical folding machine guides.

The printing plant without a Premier Register and Line-up Table is not earning its full measure of profits. Write us for complete information.

PREMIER REGISTER TABLE CO.
107 West Canton Street BOSTON, 18, MASS.

THE MOST PROGRESSIVE HOUSE IN THE CITY

A STERLING PLATE OR SET OF PLATES WHEN HANDLED PROPERLY ON THE PRESS IS GOOD FOR 200,000 RUNS ON SUCH RUNS, HOWEVER, ELECTROTYPES ARE MADE, NOT TO SAVE THE WEAR OF THE ORIGINAL, BUT TO CUT DOWN THE TIME AND COST OF THE RUN.

IT IS PREREQUISITE IN THE MAKING OF GOOD ELECTROS THAT THE ORIGINAL PLATE BE DEEPLY ETCHED AND PERFECTLY FLAT TOPPED. FLAWLESS IN EVERY RESPECT. STERLING PLATES HAVE THESE PREREQUISITES.

CALL BEEKMAN 2900 FOR THE DOWN-TOWN OFFICE, OR LONG ACRE 820 FOR THE UP-TOWN OFFICE, WHEN YOUR COPY IS READY.

The STERLING ENGRAVING COMPANY
200 WILLIAM ST. 10TH AV. & 36TH ST.
NEW YORK CITY, N.Y.

Not in Every Pressroom—It Should be

PRESSMAN'S ANGLE INK KNIFE

PATENTED MARCH 2, 1915



Angle B Ink Knife (for cylinder press fountains)



Regular Angle Ink Knife–Round End



Regular Angle Ink Knife–Square End

MADE of the best Swedish Steel, oil tempered and finished. Use the best.

THE INKNIFE
TRADE MARK

THE ANGLE INK KNIFE IS FURNISHED IN THE FOLLOWING SIZES AND STYLES:

10 inch, Angle B	
12 inch, Angle B	
6 inch, No. 1	Round End
8 inch, No. 1	Round End
10 inch, No. 1	Round End
6 inch, No. 2	Square End
8 inch, No. 2	Square End
10 inch, No. 2	Square End

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

Make a Bigger Profit than Your Competitor!

How?

By lowering your production cost.
By and through the Matrix Ruled Form and Tabular System

If **You** have this your competitor may bid at *his* cost—and leave you your normal profit.

If **His** bid embraces a normal profit *to him*, you may duplicate it, or cut slightly below it, and make a profit *above normal*.

The **Matrix Ruled Form and Tabular System** gives you, in short, ***A Competitive Advantage.***

We are glad to hear from skeptics—we like *convincing* them. We save *money*, *time* and *labor* in your shop.

Coupon brings you such evidence and proofs as a practical man requires. It means PROFIT to mail it.

Matrix Ruled Form & Tabular Co.
Touraine Building, Fort Worth, Texas

Sign and Mail the Coupon

Matrix Ruled Form and Tabular System
Touraine Bldg., Ft. Worth, Texas

Gentlemen:
Please send me evidence and descriptive matter that tells all about your modern system of printing blank and tabular work at a big profit.

Name .....

Address .....

Town ..... *State* .....

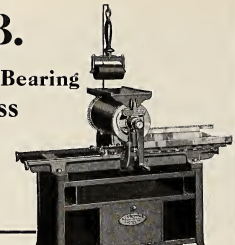
Kind of Machine .....
IP-4 (*Intertype or Linotype*)

B. B. B.

Brower Ball-Bearing Proof Press

No. 0 Brower
Bed, 14″x20″

No. 2 Brower
Bed, 17″x25″



No. 0 Brower Ball-Bearing Proof Press

The No. 0 Brower

is designed for one-color commercial proofing, and will handle fully 90 per cent of the proofs in the average plant. It has direct cylinder impression adjustment just like the well-known No. 2 Brower. The bed is 14″ x 20″, and is designed to take galleys up to 12″x 18″. Does not have cylinder lift, so requires only one revolution to take a proof.

Write for full information.

A. T. H. BROWER COMPANY
233 West Schiller Street, Chicago, Ill.
S. COOKE PROPRIETARY, Lmt'd, Sole Agents for Australia.



Pace-makers for the Whole Shop

Did you ever notice how a job drags while you are struggling with the lineup of a form—lineup man figuring and measuring, stoneman leaving other work to make moves, presses waiting?

You Need a Pace-maker—

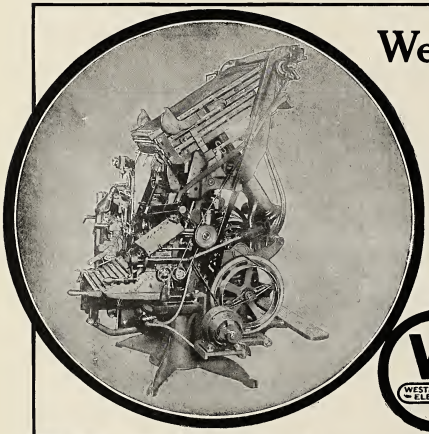
The Hancock Perfecting Lineup Machine

It has eliminated the drag in many shops while you are still struggling.

Keep your eyes and mind open.

OUR GUARANTEE
These machines are sold under our positive guarantee against imperfections in the material and workmanship. That they will line up strike sheets accurately and in less time than they can be lined up by hand.

Hancock Perfecting Lineup Machine Co.
Lynn, Massachusetts



Westinghouse-Cline

Motor Drive for Typesetting Machines

Westinghouse Motors can be found in every industry where reliable drive is an essential factor. There is a reason for this.

WESTINGHOUSE motors stand for the most dependable, durable and efficient motors obtainable.

The illustration shows a motor drive for typesetting machines as furnished by the Cline Electric Mfg. Company of Chicago and New York. Here again a Westinghouse Motor is selected as the medium of drive.

Westinghouse Electric & Manufacturing Co.
East Pittsburgh, Pa.

Sales Offices in all Large American Cities.

Westinghouse

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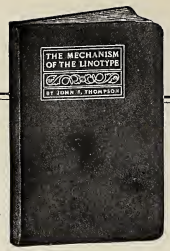
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A Book for Operators and Machinists—

—*by* JOHN S. THOMPSON
Author of—
"History of Composing Machines"
"Correct Keyboard Fingering"
and other works.

[280 pages; illustrated; handy pocket size, 4¾x7; substantially bound in flexible leather; price, $2.50; postage 10c extra.]



"The Mechanism of the Linotype"

First published in THE INLAND PRINTER under the title, "The Machinist and the Operator," and later in revised form as a text-book, has become the standard reference work on the subject of the linotype machine. For a thorough understanding of slug-casting machines this book has no equal. The present (seventh) edition embodies the late improvements in the linotype, and for this reason should be in the possession of every operator and machinist. Its practices and teachings have been thoroughly tested and found good. Order your copy today—it is insurance against costly delays and accidents. Over 10,000 in use.

THE INLAND PRINTER COMPANY
(*Book Dept.*) 632 Sherman Street, Chicago, Illinois

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Keyboard and Magazine; The Assembler; Spaceband Box; Line Delivery Slide; Friction Clutch; The Cams; First Elevator; Second Elevator Transfer; Second Elevator; Distributor Box; Distributor; Vise Automatic Stop; Pump Stop; Two-letter Attachments; Mold Disk; Metal Pot; Automatic Gas Governor; How to Make Changes; The Trimming Knives; Tabular Matter; Oiling and Wiping; Models Three and Five; Models Two, Four, Six and Seven; Models Eight, Eleven and Fourteen; Models Nine, Twelve, Sixteen, Seventeen, Eighteen and Nineteen; Models Ten, Fifteen and K; Plans for Installing; Measurement of Matter; Definitions of Mechanical Terms; Adjustments; Procedure for Removing and Replacing Parts; Causes for Defective Matrices; Things You Should Not Forget; List of Questions.

$2 Value for $1.00

A valuable book for advertisement compositors and all those interested in the composition of advertising is now offered at a bargain. Hundreds of copies of the regular edition of

The Typography of Advertisements

have been sold for $2. The special edition we are offering for $1 contains the same matter as the regular edition, the only difference being that it is printed in one color, and is bound in paper cover.

Professor Walter Dill Scott, the noted advertising expert, says of this book: "*The Typography of Advertisements*, by F. J. Trezise, is one of the best books on advertising, and I shall include it in my list of approved books on the subject. It is well written and attractively gotten up."

Only 388 Copies Left

They won't last long at this price. Tear off the coupon in this ad, pin it to a dollar bill, sign and mail. The book will be sent to you, post paid, by return parcel post. Order now.

The Typography of Advertisements
By F. J. TREZISE
136 pages, 5x7
65 illustrations.

Book Department
THE INLAND PRINTER CO.,
632 Sherman St.,
Chicago

Use the Coupon

Here's my dollar—send the special paper-bound edition of "The Typography of Advertisements" by parcel post.

Name .....

Address .....

YOU Need Books

In no other way is it possible to get—without spending needless time, effort and money—the knowledge you need, hints and practical suggestions that will help you in your work.

By reading good books you can share with those who "have been there before" *their* laboriously learned "know how."

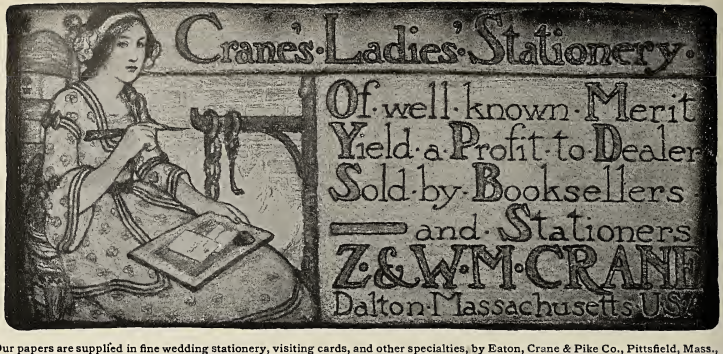
You can get books that contain practical information applicable to the narrowest and most technical part of any job—whether it is Composition, Presswork, Estimating, Imposition or Proofreading—and in each instance the summary is written by one who *knows the subject thoroughly* at first hand and can convey the knowledge to you.

Then there are books of reference that will give you the other sort of help you need—general information on all matters connected with your work, written by men just as expert and accurate as those who write on your more particular specialty. In the printing business the man who is successful is the one who knows a great deal about Bookbinding, Advertising, Engraving and the other allied arts.

The books listed in our latest catalogue are representative of what can be had on the various subjects. Order one or two today and you will have *expert advice* at your disposal.

Our catalogue containing complete descriptions of the good books will be sent FREE on request.

The INLAND PRINTER CO.
BOOK DEPT., 632 SHERMAN STREET, CHICAGO



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties, by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

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WATERMARKED

Tear It—Compare It—Test It

and you will always

Specify It

HOWARD BOND SELLING AGENTS

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Louisville Paper Company

Baltimore, Md.
B. F. Bond Paper Company
J. Francis Hock & Co.

Binghamton, N. Y.
Stephens & Company

Boston, Mass.
John Carter & Co.
Stone & Andrew, Inc.

Brooklyn, N. Y.
General Paper Goods Mfg. Co.

Buffalo, N. Y.
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Louisville Paper Co.

Milwaukee, Wis.
W. F. Nackie Paper Co.

Minneapolis, Minn.
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Montreal, Can.
McFarlane, Son & Hodgson

New York City
H. P. Andrews Paper Co.
Bahrenburg & Co.
Clement & Stockwell Co.
J. E. Linde Paper Co.
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Blake, McFall Co.

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M. J. Earl

Richmond, Va.
R. A. Cauthorne Paper Co.

Rochester, N. Y.
R. M. Myers & Co.

Seattle, Wash.
American Paper Company

Spokane, Wash.
American Type Founders Co.

St. Paul, Minn.
St. Paul Paper Co.

Syracuse, N. Y.
J. & F. B. Garrett Co.

Tacoma, Wash.
Tacoma Paper & Stat. Co.

Toronto, Can.
Barber-Ellis Co.

Vancouver, B. C.
Columbia Paper Co.

Victoria, B. C.
Columbia Paper Co.

Washington, D. C.
B. F. Bond Paper Co.

Winnipeg, Can.
Barber-Ellis Company

Manufactured by HOWARD PAPER COMPANY, Urbana, Ohio

TYPOGRAPHY

LINOTYPE

A System for Correct Composition

Linotype Typography makes one sound system of the much confused accumulation of material that confronts the printer. It eliminates unsparingly that which is incongruous and wrong, but without limiting full variety of choice by the narrow canons of cold art. It simplifies the practice of ambitious composition, and as an actual part and result of that simplification, the Linotype user is provided with material for composition of a richness attainable heretofore only by inordinately costly and laborious hand work. Linotype Typography furnishes equipment that both guides and responds.

MERGENTHALER LINOTYPE CO.

New York, U. S. A.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Limited, Toronto

This Advertisement, Including Border Ornaments, is Composed Entirely of LINOTYPE *Material*

VOLUME 65 AUGUST, 1920 NUMBER 5

OCT 29 1920

The INLAND PRINTER

Leading Trade Journal of the World
in the Printing & Allied Industries

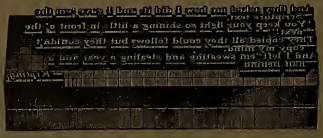
Forty Cents

MONO TYPE

"We have used slug-machine matter on our bookwork—*we now produce the same matter on our own Monotypes.* Not taking into consideration the many other Monotype advantages, our costs are less under the Monotype System."

—Canadian Advertising Agency, Montreal

Monotype is better on any kind of work—also cheaper!



The product of the Monotype—brand new single type

Every Monotype Job Sells Another

LANSTON MONOTYPE MACHINE COMPANY, PHILADELPHIA

NEW YORK BOSTON CHICAGO TORONTO

Monotype Company of California, SAN FRANCISCO

299

This Advertisement set in Monotype Series No. 36, Monotype Borders, 6 Point No. 137, and 12 Point No. 141, and Monotype Rule

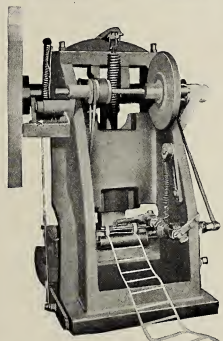
Die-Cut Cards and Ruled Headings

BUTLER BRANDS PAPER THE BEST

Distributors of Butler Brands—Standardized Paper

Standard Paper Company, Milwaukee, Wis.
Missouri-Interstate Paper Co. . . . . Kansas City, Mo.
Mississippi Valley Paper Co., St. Louis, Mo.
Southwestern Paper Co. . . Dallas, Texas
Southwestern Paper Co. . Houston, Texas
Pacific Coast Paper Co., San Francisco, Cal.
Sierra Paper Co. . . . Los Angeles, Cal.
Butler Paper Company . . Detroit, Mich.
J. W. Butler Paper Company (Foreign Trade) . . . New York City
Central Michigan Paper Co. . . . . Grand Rapids, Mich.
Mutual Paper Co. . . . Seattle, Wash.
Endicott Paper Co. . . . Portland, Oregon
National Paper & Type Co. (Latin America) . . New York City
National Paper & Type Co., Havana, Cuba
National Paper & Type Co. . . . Buenos Aires, Argentine Republic
National Paper & Type Co. . . . . Mexico City, Mex.
National Paper & Type Co. . . . . Monterey, Mex.
National Paper & Type Co. . . . . Guadalajara, Mex.
National Paper & Type Co. . . . . Guaymas, Mex.
National Paper & Type Co. . . . . Mazatlan, Mex.
National Paper & Type Co. . Lima, Peru





WHAT does an order for a few thousand Cards or Ruled Headings mean to you? Is it a job to be carelessly handled or an opportunity to make a satisfied customer? The use of Butler Brands on these orders will assure you satisfied customers.

Every Butler Brand is standardized. We are as careful to keep our Cut Cards and Ruled Headings up to the standard set for them, as we are with our Books, Bonds, Ledgers, etc.

Our cards are all DIE-CUT from standard grades of Bristols. Die-cut Cards mean that every card is like every other card in the box. They are cut one at a time, perfectly square, clean and without a feather edge, with the grain running the long way, which prevents curling and loss of time on the press. All cards are banded in hundreds, packed five hundred to the box.

We manufacture all of our Ruled Headings, insuring a uniform product and better workmanship than can be obtained under other conditions. Only standard grades of paper are used, and each grade is selected for the particular purpose for which it is intended.

Our Ruling Department is the largest in the West and we are equipped to do ruling of every kind, from the simplest to the most complicated ruled form used. Our machines are kept constantly busy with special ruling for printers who find that they can depend upon us for the quality of work they demand. We are also equipped for handling special work, such as crimping, perforating, punching, round cornering, green edging, tabbing, edge gumming, indexing, binding, etc. All of this is done by the most modern machinery and tools available and operated by men skilled in this work.

ESTABLISHED 1844

J. W. BUTLER PAPER CO.
Chicago

SKIPPING WHEELS *can be inserted in*

American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

American Numbering Machine Co.
220-226 Shepherd Ave., Brooklyn, N. Y.

A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON SkipWheels Skipping 2

No. 1
No. 2

JOB 3 ON SkipWheels Skipping 3

No. 1
No. 2
No. 3

JOB 5 ON SkipWheels Skipping 5

No 1
No. 2
No. 3
No. 4
No. 5

JOB 4 ON SkipWheels Skipping 4

No. 1
No. 2
No. 3
No. 4

DO NOT DELAY!



Perfect, economical and durable. A practical register block.
Address
UNIQUE STEEL BLOCK CO.
Waverly, N. Y.

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works: 1535 S. Paulina Street, Chicago
New York Office: 220 West 42d Street

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office

We carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.

219 W. MONROE STREET, CHICAGO

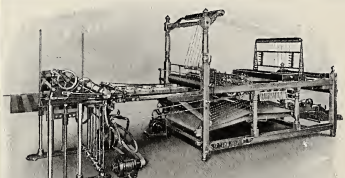
The INLAND PRINTER

Vol. 65, No. 5 — HARRY HILLMAN, Editor — August, 1920

Published Monthly by
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

TERMS—United States, $4 a year in advance; single copy, 40c. Canada, $4.50; single copy, 45c. Foreign, $5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



The Hickok Automatic Paper Feeder

The Central Ohio Paper Company, Columbus, Ohio, write us in regard to the Hickok Automatic Paper Feeder as follows:

"We recommend the Hickok Automatic Paper Feeder in every way, and as the foreman of our bindery says, he does not see how we ever got along without it. Your feeder handles the paper so accurately that even when faint line work is being done the paper is fed absolutely accurately. Once the paper is on the feeder and the machine going, there is no need to look again to the feeding of the paper until the job is finished."

THE W. O. HICKOK MFG. COMPANY
Established 1844 — Harrisburg, Pa., U. S. A.

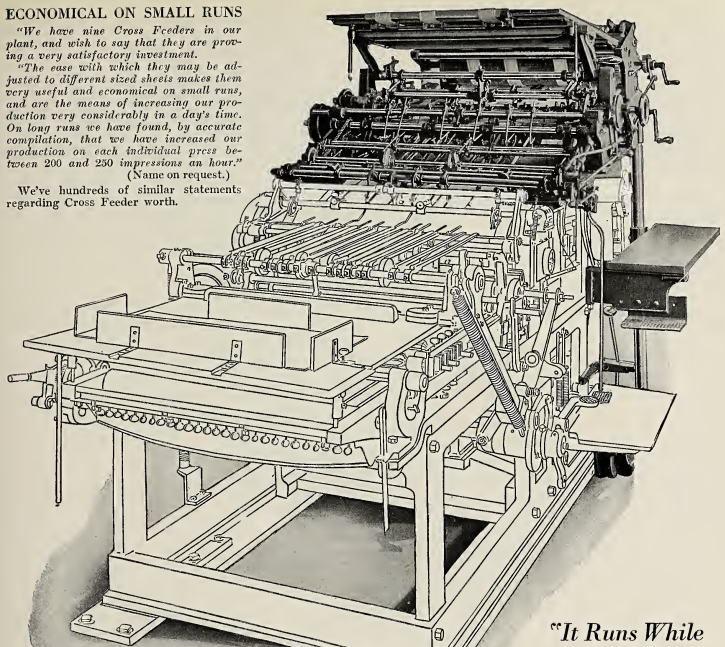
ECONOMICAL ON SMALL RUNS

"We have nine Cross Feeders in our plant, and wish to say that they are proving a very satisfactory investment.

"The ease with which they may be adjusted to different sized sheets makes them very useful and economical on small runs, and are the means of increasing our production very considerably in a day's time. On long runs we have found, by accurate compilation, that we have increased our production on each individual press between 200 and 250 impressions an hour."

(Name on request.)

We've hundreds of similar statements regarding Cross Feeder worth.



"It Runs While You Load"

THE CROSS CONTINUOUS FEEDER

To prove that Cross Continuous Feeders cut costs, increase production and produce better register, let us send you a list of satisfied Cross users in your locality. Visit these plants and question their pressmen regarding every phase of the Cross Continuous Feeder.

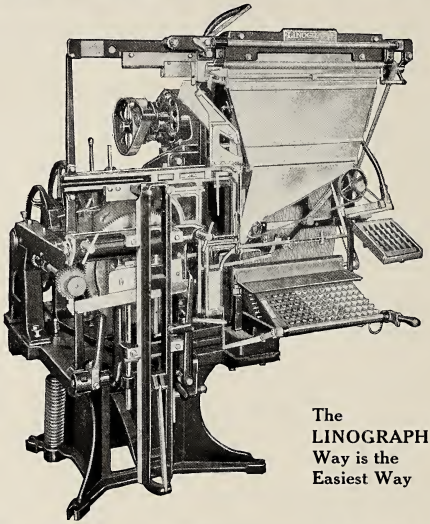
Verify the facts regarding the great savings automatic feeders make before deciding on any new investments in equipment.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO

THE LINOGRAPH



The LINOGRAPH Way is the Easiest Way

Fact vs. Guess-Work

When you want definite, reliable information about anything, you naturally turn to someone who is competent to give you the proper information.

When you want to find out how a LINOGRAPH performs in actual operation, you naturally will ask someone who has used one enough to find out for himself.

LINOGRAPH users and operators are always willing to tell you what results they obtain with a LINOGRAPH.

We are always willing to rest our case on what they may tell you.

The only suggestion we offer is that your inquiry should be directed to someone who *really knows* from *actual experience*.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

ETABLISSEMENTS PIERRE VERBEKE
General European Agent
Rue des Boiteux 22, Brussels, Belgium.

PARSONS & WHITTEMORE, Inc.
Agents for Australasia
30 Market Street, Sydney, Australia, N. S. W.



Clean Cut

"Clean Cut" has attained a desirable meaning as applied to a man or his appearance. It means just as much when applied to a paper cutting job. DOWD Knives cut clean. They leave no rough edges, no fringe. A booklet is finished when trimmed with a DOWD Knife and carries the stamp of good workmanship.

For over seventy years DOWD Knives have been made right and maintained a reputation for quality.

Send your knife or cutting problems to Dowd of Beloit. Dowd will solve them.

R. J. Dowd Knife Works

Makers of better cutting knives since 1847

Beloit, Wis.

LEE PRESS

TWO-REVOLUTION

Size of Bed 26 x 38 Printing Surface 22 x 35 Takes Sheet up to 24 x 36

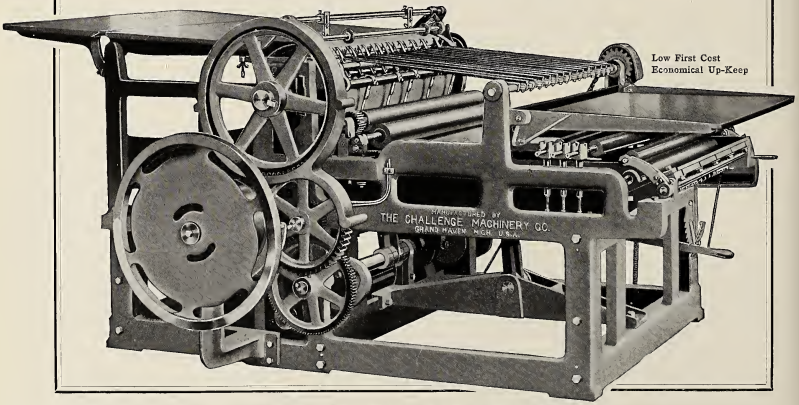
DESIGNED especially to meet the great demand for a really economical, easily handled, high class, two-roller, fly-delivery two-revolution press that will turn out all kinds of commercial work, as well as handle publications, book work, etc.—in fact, it's the "all-around" two-revolution. It is a marvel of smooth, quiet, easy running, registers perfectly and may be safely operated at a speed of 1800 impressions per hour without Air Springs and 2250 per hour when equipped with Air Springs. (It is sold both with and without Air Springs, at option of purchaser.)

It has Rack-and-Screw and Table Distribution, Two Form Rollers, Impression Trip, Brake, and many other conveniences usually found only on presses costing a great deal more. In its low first cost, economical up-keep, superior product and low cost of operation it represents the best possible investment you can make.

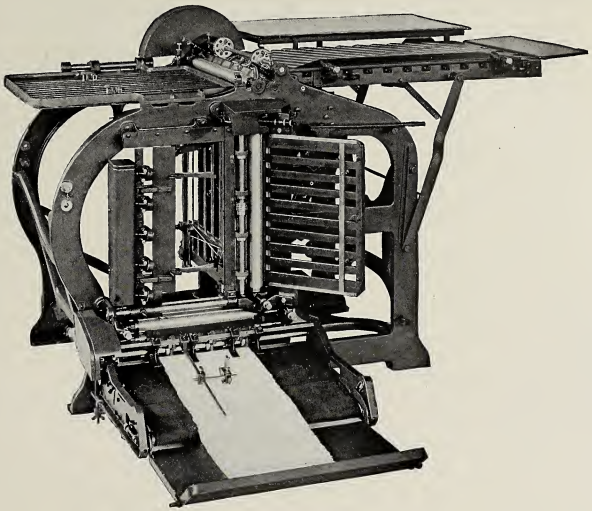
YOU OWE IT TO YOURSELF TO SEND NOW FOR FULL PARTICULARS AND PRICES

Manufactured by **The Challenge Machinery Company, Grand Haven, Mich.**

Chicago, 124 S. Wells St. New York, 71 W. 23d St.



Please Mention THE INLAND PRINTER *When Writing to Advertisers.*



The "Cleveland"
For Quantity and Quality Production

THERE ARE NO KNIVES, TAPES, CAMS,
CHAINS OR SPROCKETS TO SOIL THE
SHEETS OR DELAY PRODUCTION

Let us tell you more about it!

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia

532 South Clark Street, Chicago
101 Milk Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.



"Charley" Stever, *Expert Finisher*

His Royal Quality SINE DUBIO *Mark*

Please Mention THE INLAND PRINTER *When Writing to Advertisers.*

Interviews with

Royal Men

Mr. Charles Stever

"If a plate isn't *right*, it isn't fit to print."

That's what Charley Stever said when we asked him for a statement for publication in connection with the work he does for Royal.

Charley is one of our finishers—one of our experts. You'll notice he has a graver in his right hand—indeed, we rate him equal to an engraver as a workman. He takes the complicated jobs, the fussy fine register, four-color process kind, and goes over them as an engraver would, looking for minute faults which he corrects according to his experience in making a plate "fit to print."

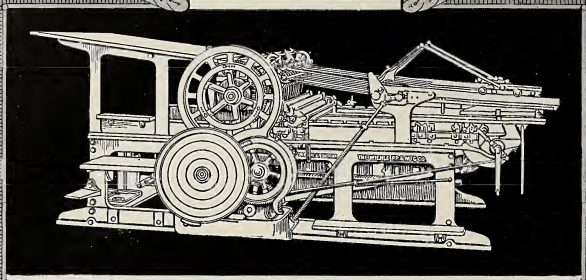
Charley's time and skill are virtually given to Royal customers, because his work saves make-ready time on the printing press. Such plates as he works on would undoubtedly "get by" with less skillful finishing, but this might mean that the pressman would have to stop to correct the faults which Charley discovers first.

There are countless combinations in the make-up of color schemes calling for over printings and register problems on printing plates, all of which keeps Charley busy in his work of giving extra Royal service.

It is men of his quality we are featuring as factors in our organization. We want our customers to know that behind every one of the twenty-two operations in the making of an electrotype there is a Royal workman *worth knowing*. Charley Stever is conspicuous among them.

Royal Electrotype Company
Philadelphia, Pa.

The Miehle



THE PRICE

WERE we to base our price upon the value of the Miehle to its users, it would undoubtedly be the highest priced press in the world.

On the contrary, the price of the Miehle is based solely upon its cost of production. And this cost of production is kept at a minimum by the employment of every device which will increase our efficiency without a reduction in the quality of the press.

And, therefore, we make use of the great economy in manufacturing, made possible by our large production, to maintain a price which secures to the printer the greatest possible return upon his investment.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

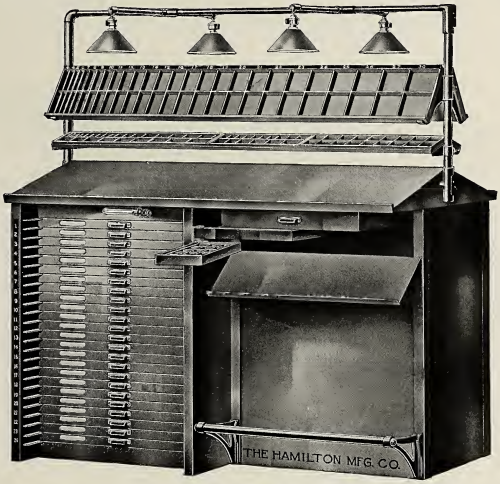
Sales Offices in the United States

CHICAGO, ILL., 1218 Mousdnock Block — PHILADELPHIA, PA., Commonwealth Trust Bldg. — BOSTON, MASS., 176 Federal St.
NEW YORK, N.Y., 2840 Woolworth Bldg. — DALLAS, TEX., 611 Deere Bldg. — SAN FRANCISCO, CAL., 693 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. — DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

THE IDEAL CABINET

is the one that provides maximum working efficiency in a minimum of floor space. That's what "saves the minutes," thereby increasing the output and reducing costs. A glance at the Hamilton Cabinet No. 549 (in wood, No. 2010), illustrated hereon, will convince the particular printer that in these points this design is about 100% *right.*



No. 549 — Steel. (Same Design in Wood, No. 2010.)

No other type cabinet embodies so much real efficiency in so little space, nor so many desirable features in such convenient arrangement. Note especially the full-length Lead and Slug Case, the Spacing Material Cases and the Quarter Cases. Everything the Compositor needs. Minimum of interference — maximum of speed.

DETAILS:

Both sides alike.
Full-length sloping work bank, 18 x 72 in.
Twenty-three full-size California Job and one Blank Case, with Pulls, and morised Label Holders, in each tier.
Two Swinging Trays for Quarter Cases.
Copy Drawer.
Electric Lights over head and over cases.
Full-length Lead and Slug Case with duplicate compartments for all em measures, 4 to 28.
Complete equipment of Justifying Materials Cases in tray over Work Bank.
Panelled Ends and Back.
Height to working surface, 41 inches.
Finish: Steel—olive green; Wood—antique gloss.
Total floor space required, 72 x 35 in.

Manufactured by

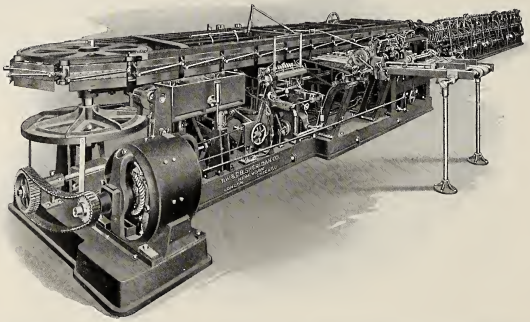
The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

SHERIDAN
Continuous Covering and Binding Machines

Our Supremacy Upheld



THE SHERIDAN Continuous Coverers and Binders despite any misstatements by competitors' salesmen to the contrary, are lawfully made and sold by us under the protection of our own patents, and are not infringements of any other patents. Indeed, these continuous machines have been through a test lawsuit, started in 1916 against a customer and defended by us. These machines came unscathed through those years of litigation (except for a single minor feature, an attachment, of a form which we do not need, and have discarded). The machines themselves were held by the U. S. District Court to be original with us, not following or borrowing from the competing patent either in principle or structure. The U. S. Circuit Court of Appeals have now unanimously affirmed the favorable decision, thus once for all establishing our rights, and the rights of our customers, throughout the United States.

Our customers therefore may feel absolutely free of fear of infringement or suit.

Over a quarter of a century devoted to specializing in the manufacturing of Pamphlet Coverers and Binders, has enabled us to produce machines far superior in general construction and capable of turning out better bound books with a larger output than possible from any other machines. This is demostrated by the fact that the three largest publishers in the world within the past year have installed complete equipments of Combination Perfect Binders and Gatherers.

If you are in need of Gatherers; Coverers; or Perfect Binders; Combination Gatherer, Wire Stitcher, and Gatherer; or Combination Gatherer, and Binder; consult us and we will gladly give you the benefit of our many years of practical experience.

T. W. & C. B. SHERIDAN COMPANY

New York Chicago

Greatest National PRICE LIST

Ever devised and used in *any* industry, compiled under the direct personal supervision of

R. T. PORTE

One of the country's most noted authorities on printing costs, and all matters connected with printing and publishing

Assisted by a large, trained corps of Accountants, Estimators and Cost Experts

FRANKLIN PRINTING PRICE LIST

The FRANKLIN PRINTING PRICE LIST is a service embracing practically every type of printing done. It gives specific prices on each item, based upon the national averages of printing costs gathered by representatives in every section of the country, so that a printer has absolute assurance of taking a normal profit on every printing job.

The Weekly Service submits to every lessee of the FRANKLIN PRINTING PRICE LIST definite, up-to-the-minute facts on prices, revisions and changes taking place, all tabulated in the most effective manner and ready for instant application, there being no figuring involved in making quotations.

The Weekly Service also includes a publication known as THE BUSINESS PRINTER, a live and peppy medium transmitting to lessees timely and inspiring information and chats on printing matters.

A Monthly Advertising Service is provided all users of the FRANKLIN PRINTING PRICE LIST—at no expense — to enable the printer to sell his product through advertising.

Information may be secured by writing directly to this company, or by communicating with any printers or paper-supply house or type foundry.

Over six thousand five hundred printers are now using the FRANKLIN PRINTING PRICE LIST. Its fame is spreading far and wide.

We maintain an organization department devoted primarily to the promotion of the interests of printers and publishers.

If you need help, call upon us and we shall co-operate to the fullest extent in consummating the organization of printers or publishers in your section, to the end that all may benefit.

Join this list of Franklin Printers to whom the big business man of today is giving all his printing orders. Printing buyers generally now know about Franklin Printers and are seeking them out to do their work.

National magazines are used to further the interest of these printers. Don't you want to participate in the benefits of this type of co-operation?

Write today for detailed information.

PORTE PUBLISHING COMPANY

226 Atlas Block, Salt Lake City, Utah

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
88-90 South 13th Street

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KANSAS CITY
706 Baltimore Avenue

ATLANTA
40-42 Peters Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
1306-1308 Patterson Avenue

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

CLEVELAND, OHIO
1285 West Second Street

SPRINGFIELD, OHIO
Shuey Factories Building



A NEW BASIS *of* ECONOMY

in the production of high grade cylinder presswork is being established in many printing plants throughout the world.

The Universal Equipment OPTIMUS is the foundation upon which the owners of these plants are building for greater profits.

The *important* factor is this: The operating advantages of the OPTIMUS are *visible.*

Our Best Advertisements Are Not Printed—THEY PRINT!

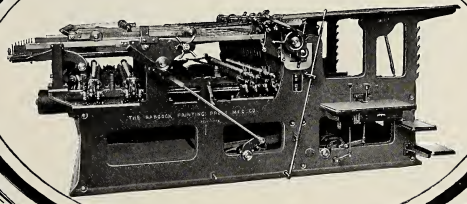
THE BABCOCK PRINTING PRESS MFG. CO.

NEW LONDON, CONN. NEW YORK OFFICE, 38 PARK ROW

Barnhart Bros. & Spindler, *General Western Agents,* Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle.

Miller & Richard, *General Agents for Canada*—Toronto, Ontario, and Winnipeg, Manitoba.

John Haddon & Company, *Agents,* London, E. C.



BABCOCK

Life is one great Ad Venture after another

Our Specialty is the elimination of
Venture in the use of
Printing Inks
Thus releasing
Your overtaxed energies
To register
The full development of
Your Art

Sigmund Ullman Company
Highest Quality Printing Inks
NEW YORK CHICAGO

The Fabrikoid Process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen—all pliable, scuff-proof, stain-proof and water-proof

DU PONT FABRIKOID



. . . . *For re-binding the masterpiece you love*

For harmoniously preserving the master-touch it contains with the atmosphere and charm of the old binding—Fabrikoid is the ideal material.

Fabrikoid is made in many weights, grains and colors—to meet almost any whim. But all are durable; all are rich in appearance; all are scuff-proof *and water-proof.* Bindings of Fabrikoid may be *washed*—finger-prints or grease-spots cannot permanently mar them.

And Fabrikoid is an *economical* material from the bookbinder's viewpoint. It cuts in large multiples with minimum waste; it is easy to work and to apply; it embosses and takes gold perfectly. Find out all about it. Write for a sample.

DU PONT FABRIKOID CO.
WILMINGTON, DELAWARE

Branch Offices:

21 East 40th Street	New York City
Dime Bank Building	Detroit, Mich.
Gugle Building	Columbus, Ohio
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Chronicle Building	San Francisco, Cal.
Plant:	Newburgh, N. Y.

F A B R I K O I D

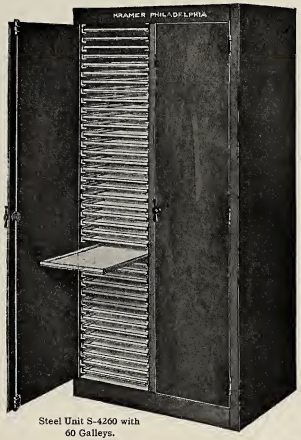


Bookbinding Materials

Sold by the following Distributors:

Alling & Cory Company, Pittsburgh and Rochester
Becker Supply Company - - - New York City
John Campbell Company - - New York City
H. D. Catty & Company - - - New York City
Central Ohio Paper Co. - - - Columbus, Ohio
Henry B. Day Company - - Los Angeles, Cal.
Louis de Jonge & Company, Chicago, Ill., and N. Y.
Gane Bros. & Lane, Chicago, Ill., N.Y. and St. Louis
Thos. Garner & Company - - New York City
H. Griffin & Sons Company, N.Y. C. and Chicago
Hayes-Bartlett Company, N. Y. City and Chicago
Johnson Paper Company - Harrisburg, Penna.
Marsh & Kidd Corp. - - - San Francisco, Cal.
Marshall, Son & Company - - Boston, Mass.
National Book Company - Chattanooga, Tenn.
John H. O'Donnell & Company, New York City
E. C. Palmer & Company - - New Orleans, La.
C. & W. Pyle Company - - Wilmington, Del.
Queen City Paper Company - Cincinnati, Ohio
Louis Schulman Co. - - - - New York City
Shattuck & Bickford, Inc.
San Francisco and Los Angeles
J. L. Shoemaker & Co. - - Philadelphia, Penna.
Shultz Bros. & Company - Philadelphia, Penna.
Slade, Hipp & Meloy - - - - Chicago, Ill.
Tamm & Company - - - - New York City
Charles T. Wheelock & Co. - - Boston, Mass.
Whitaker Paper Co. - - - - Baltimore, Md.
White Son Company - - - - Boston, Mass.

Kramer Vault Cut Storage System



Steel Unit S-4260 with 60 Galleys.

(Unit Plan)

Make Your Cuts Safe

A practical, desirable and convenient system for the storage of half tones, electrotypes and plates. Each vault has two heavy doors with lock and contains two tiers of steel galleys, closed at both ends. The entire galley can be placed on proof press and proof taken of contents. Made in Units containing 60, 80, and 100 galleys. Also Units containing adjustable flat shelves for storage of plates and mounted cuts in quantities. This system provides safety from fire, water, or theft. One lock secures the entire Unit. Three-way-locking device. Units in stock as follows:

S-4259—With 60 galleys 12 x 18 ..... $230.00
S-4259-A—With 12 shelves 13 x 18¾ 175.00
Size of Unit 30 x 19½ x 47⅞.

S-4260—With 80 galleys 12 x 18 ..... $290.00
S-4260-B—With 14 shelves 13 x 18¾ 210.00
Size of Unit 30 x 19½ x 61⅜.

S-4261—With 100 galleys 12 x 18 ..... $350.00
S-4261-C—With 16 shelves 13 x 18¾ 245.00
Size of Unit 30 x 19½ x 76¾.

This system has numerous advantages over all other cut storage plans at about one half the cost. Any cut located instantly.

All Size Units in Stock



Groups of four Vault Cut Storage Units S-4260 with 320 Galleys.

KRAMER WOODWORKING COMPANY (Kramer Steel Products Co.)
FOURTH AND LEHIGH AVENUE CONTINUOUSLY SINCE 1797 PHILADELPHIA, PENNSYLVANIA



Reproduced from The Saturday Evening Post of Philadelphia
Copyright, 1920, by the Curtis Publishing Company

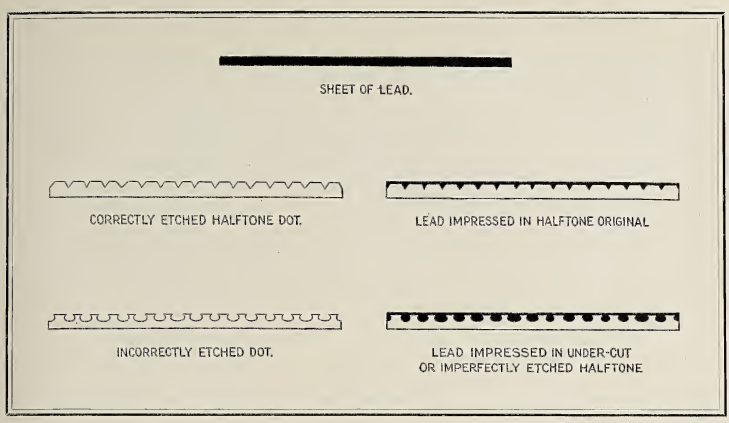
Some things we have learned about the Art of Lead Moulding

THE process of making electrotypes by moulding in a sheet of pure lead instead of plastic wax has not only placed the electrotype on a parity with the original engraving, but has given the printer a duplicate plate that in some respects is superior to the original itself. Nickel steel is much harder than copper. Not only does it wear infinitely longer, but takes and gives ink better than copper and has the additional advantage of not affecting the values of colored inks which injuriously affect copper.

Engravers and printers have come to recognize these facts, but perfect lead moulded electrotypes can not always be expected unless the engraver, the printer and the electrotyper agree on certain fundamental rules which must be observed by all concerned.

The process of lead moulding differs from wax moulding in that it is not practical to lead mould from mounted originals. They should be sent to the electrotyper unmounted. Metal bases are no more practicable than wood bases.

Engravings should be on copper of 16-gauge thickness and etched as clean and deep as the fineness of the screen or line will permit. Right here is a danger point which must be carefully avoided. There is a right way and a wrong way to etch a half-tone dot if the original is to be electrotyped. *Undercutting* the dot is the *wrong*



way. Even a wax mould can not be pulled away from the undercut dot and show a perfect impression. Look at the diagram and you will see why. Lead, like wax, will flow under pressure and when lead flows *underneath* the edges of the dots, something is going to happen when the sheet of lead is pulled away. What *does* happen is a burr or ragged edge on the dots of the mould.

Originals should also be carefully routed, with all high shoulders or ragged edges tooled sharp and clean. Burnishing should be avoided as much as possible, and finally, the dead metal and bearers should not be disturbed, but left on the plate as shown by the illustration on the opposite page. If more than one color is to be used, mark each color on bearers.

Retaining the bearers and dead metal helps to preserve the delicate gradations of vignettes and high lights. It also insures accurate register and is absolutely essential for perfectly *curved* electrotypes.

If type matter is to be used in combination with copper etchings, the type should be locked up without the engravings. Type should not be lead moulded because it can not stand the pressure. Wax is the proper moulding medium for type. But with space allowance for illustration, plus allowance for saw cutting, no difficulty will arise in combining the lead moulded duplicate of the engraving with the wax moulded replica of the type. Proofs, pasted by the printer, showing position and graphically describing what is wanted, make it easy for the electrotyper to get a clear idea of his instructions.

Finally, make it a habit to consult the electrotyper when unusual jobs come up. Find time, if you can, to visit his foundry and get acquainted with the *whole* problem as it presents itself to both of you. You can't deliver invariably good work to *your* customers unless you do this; and the electrotyper will welcome your visit—it means easement of his own troubles.

The members of the International Association of Electrotypers are eager to give better service, and with that object in mind have offered these suggestions on the subject of lead moulding. Have you any suggestions to make to us? If so, let's have them.

INTERNATIONAL ASSOCIATION *of* ELECTROTYPERS

This space contributed by The Eclipse Electrotype & Engraving Co., Cleveland, Ohio.

Do Away with Strings and Rubber Bands

Your margins may be very narrow or you may be running perforating rules, or any complicated forms. With the Casper Gripper you can eliminate such makeshifts as Strings and Rubber Bands.

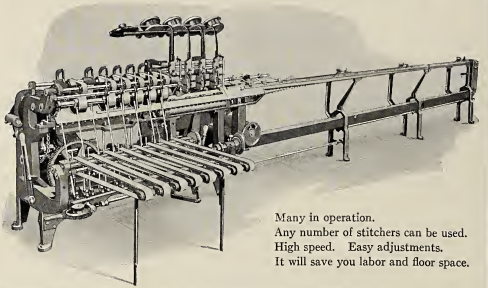
The Casper Gripper securely holds the sheet to the platen in absolute register, and prevents it from sticking on the form. You can adjust it in a jiffy and when once set it stays set. It is extensively used with automatic feeders and fits any machine.

You need these grippers on your presses.
Write for full information.

CASPER GRIPPER CO.
2403 E. 9th Street, Cleveland, Ohio

CHRISTENSEN'S *Latest Type* Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY
RACINE, WISCONSIN

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609 South Dearborn Street, Chicago, Ill.


The
Mill Price List
of
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Marquette Enamel
Sterling Enamel
Vermont Enamel
Parnall Extra-strong
Embossing Enamel
Westvaco Ideal Litho
Westvaco Super
Westvaco M.F.
Westvaco Eggshell
Altnerco Bond
Origa Writing
Westvaco Index Bristol
Westvaco Post Card

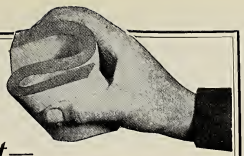


The Westvaco Brands of the West Virginia Pulp & Paper Company are stocked and sold exclusively by the following distributors through the Mill Price List:

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Be Sure Your Name Is On the Mailing List of Our Nearest Distributor So That You Receive the Mill Price List Each Month.

This insert is not a sample of any of the papers advertised



at last—

a perfect tabbing compound

Here is a tabbing compound which you can use during the hot days of August without fear of it getting stringy and soft. Next winter the tabbing compound from the same lot will be just as efficient—won't get brittle and crack. It's

NUREX

Patented, June 1, 1920

Tabbing Compound

Printers and binders all over the country are trying NUREX and come back with repeat orders. Look up the list of NUREX jobbers in the July issue of The Inland Printer. Write to the distributor in your territory for a list of users of NUREX near you. Better still, order a trial shipment and satisfy yourself that NUREX is the perfect tabbing compound.

The Lee Hardware Co.

SALINA, KANSAS

The NUREX Tabbing Pot is designed for use with NUREX Tabbing Compound. Ask the nearest distributor of NUREX for circulars giving full information and prices.

WHEN machinery stops running and workmen stand idle—*that means loss.* STATIC ELECTRICITY is the cause of the slowing up of machinery and men—*every printer knows it.*

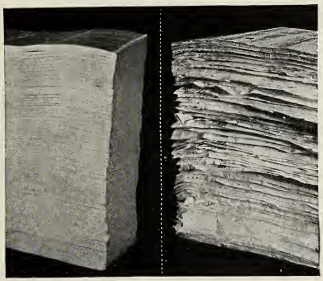
Get Greater Results, increased production, and better quality, by installing in your plant

The Chapman Electric Neutralizer

It will remove your static electricity troubles, allow your presses and pressmen to work full time and at full speed.

It makes presses deliver light paper

LIKE THIS ↓ INSTEAD OF LIKE THIS ↓



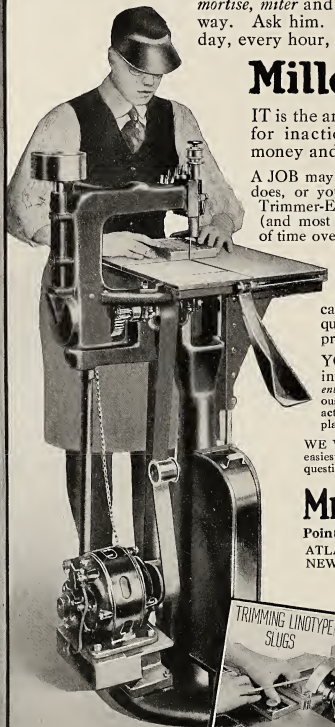
Send for copy of "Facts."

UNITED PRINTING MACHINERY CO.

38 PARK ROW . NEW YORK
83 BROAD STREET, BOSTON
604 FISHER BLDG., CHICAGO

Cutting Cost of Set-Up · Make-up · Lock-up

DON'T BLAME your Composing Room Foreman when cost of set-up, make-up and lock-up (likewise make-ready) is higher than it ought to be, and output falls behind, and profits almost seem to disappear—if you compel him to *trim, mortise, miter* and *bevel* in the old by-hand, by-guess, by-luck way. Ask him. He'll admit *time is being sacrificed* every day, every hour, that could be saved with a



Miller Saw-Trimmer

IT is the antidote for the high composing room costs, for inaction and delays, for wasted time, wasted money and wasted human energy.

A JOB may show a profit under the old conditions—usually does, or you would shut up shop. But in the Miller Saw-Trimmer-Equipped-Plant, *every job* requiring Miller treatment (and most jobs do) shows *extra profit*. In addition to saving of time over the old hand methods of treating cuts, etc., the mechanical accuracy of Miller Saw-Trimmer operations insures a perfect set-up, make-up and lock-up, resulting in a saving of time in make-ready, as well as fredom from workups and other causes for stops during the run. In brief—a higher quality of printing as well as a substantial increase in production.

YOU NEED a Miller Saw-Trimmer to put new *pep* into your workmen—to innoculate them with *new enthusiasm, new pride in their handiwork*—to get away from tedious waiting and delays—from alibis that spread the habits of inaction, inefficiency and careless methods throughout your entire plant.

WE WANT you to *find out* just what it *can* do for *you*—and the easiest and quickest way to find out is to drop us a line *today*, requesting the whole story of the Miller Saw-Trimmer.

MILLER SAW-TRIMMER CO.

Point Building - Pittsburgh, Pennsylvania, U. S. A.

ATLANTA - BOSTON - CHICAGO - DALLAS
NEW YORK - PHILADELPHIA - SAN FRANCISCO







A view of the Chandler & Price department of Hillison and Etten, Chicago.

Hillison and Etten

CHICAGO

FROM the print shop with one or two Chandler & Price Presses to a larger printing establishment with a battery of Gordons, has been the rule everywhere.

Invariably, the rate of growth of a plant has been the same as the rate of growth of its Gordon department.

Above is a view of the busy Chandler & Price department of Hillison and Etten, Chicago. Fifteen years ago they started with two Gordons. Today they have twelve.

They, too, have grown by gradually adding to that part of their shop equipment which proved the most profitable.

Write for booklet "The Profit in Printing"

Chandler & Price Presses

The Chandler & Price Co., Cleveland. Agencies in All Principal Cities

←——The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage

The Construction is Scientific



Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—

In the construction of the



In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper—burning gas, gasoline, coal or wood
Ask us for specifications and price on the one that will be most efficient for your plant

Barnhart Brothers & Spindler

CHICAGO WASHINGTON DALLAS SAINT LOUIS
KANSAS CITY OMAHA SAINT PAUL SEATTLE



NATIONAL BLANK BOOKS & LOOSE LEAF DEVICES

NATIONAL Ring Books are indispensable in the office for collecting data regarding sales prices, engineering data, factory costs, operating expense, and the endless items of business. The contents of these Ring Books can be instantly changed or rearranged, thus insuring one of the most perfect systems known for quick reference.

NATIONAL Ring Books are made up in two styles of binding, full double-thread blue slate Canvas and full Black Levant-grained Texhide. They are supplied with heavy press board guard sheets. Order National Ring Books from stationers who sell National Bound and Loose Leaf Devices.

Send for free copy of "GOOD FORMS FOR BOOKKEEPERS"

NATIONAL BLANK BOOK COMPANY, 30 RIVERSIDE, HOLYOKE, MASS.

KIDDER *All-Size Adjustable* ROTARY PRESS

Speed
5000 to 6000 per hour
Perfect Register

1 to 3 colors on one or both sides of web. Practically any length sheet taken from roll and delivered cut and printed. Suitable for printing on wrappings, parchment, grease proof, onion skin, glassine. Also specially adapted for long runs printing such as almanacs, commercial forms, labels or unbound publications.

KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway — TORONTO, CANADA, 445 King Street, West

"Horton" Method of Increasing Profits

WITHOUT RAISING PRICES

INCREASE PRODUCTION

By Installing

"HORTON"

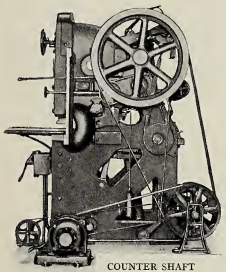
FOUR-IN-ONE DRIVE

VARIABLE SPEED PULLEYS

Drive Shaft Models Used as a

STANDARD EQUIPMENT

BY SEVERAL LARGE PRINTING MACHINERY MANUFACTURERS



COUNTER SHAFT TYPE
Adaptable to a wide variety of machines.

Write for catalogue and particulars.

HORTON MANUFACTURING COMPANY

Cable Address "HORTOKUM"

3008-3016 University Avenue, S. E. — Minneapolis, Minn., U. S. A.

Which Do You Use ?

When you get a job of blank work, do you search all over your plant for quads, spaces and rule — or do you use the more economical, time-saving, money-making method of casting up the job on the machine?

With the continued rise in the cost of labor and material you cannot afford to use the old, antiquated way of producing blank work when the time-tried, material-saving, money-making Matrix Ruled Form system is within your easy reach.

The Matrix Ruled Form system offers to every printer a means of producing rule and blank work quickly, economically and with less material — it saves time — and time is money nowadays — saves labor, saves material, saves sorely tried patience of the printer who spends half the day looking for spacing material.

You can now accept those blank and ruled forms you have allowed someone else to get — you can do the work on your machine in one-third to one-half the time necessary to produce it the old hand-set way.

The Matrix Ruled Form system is not an experiment, it is a proven success — its use by many satisfied users is a certificate of proven ability to produce blank work at a great saving in time and labor.

The cost is small — the results are large. Write for interesting folder and testimonials of what users are saying about the Matrix Ruled Form and Tabular system — it's convincing — conclusive proof that what we claim is true. The folder is free — get yours.

Matrix Ruled Form & Tabular Co.

Touraine Building

Fort Worth, Texas

Bale your Paper Waste with a Champion

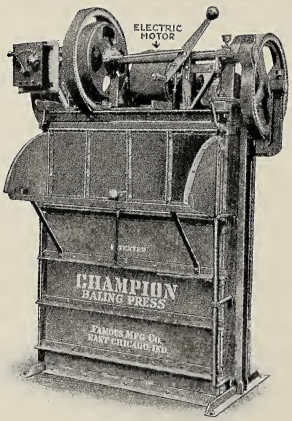
Put a Champion Baling Press to work getting your scrap paper out of the way and into the profit column. A Champion will make compact, firm, salable bales of any type of waste. The first cost is small, and ever after the saving is big. Strong enough to give a lifetime of service — simple enough to be operated by any one.

We make a baling press of every size and for every purpose.

Write for our booklet "Like Finding Money."

Famous Manufacturing Co.

105 Main St., East Chicago, Indiana



Increase Your Profits



by cutting the cost of production in your press room. That is one of the best ways of meeting current conditions—the way they are being successfully met by hundreds of other printers and lithographers.

If you are interested in cutting costs in your press room, you will want a copy of this booklet, which describes some of the methods used by such well-known houses as Charles Scribner Press, New York; Plimpton Press, Norwood, Mass.; The Ketterlinus Litho. Mfg. Co., Philadelphia; Gies & Co., Buffalo; Blosser-Williams, Atlanta; Corday & Gross, Cleveland; The Cargill Co., Grand Rapids, Mich.; Strobridge & Co., Cincinnati; Rogers & Co., Chicago; Buxton & Skinner, St. Louis; Brown & Bigelow, St. Paul; Smith-Brooks Printing Co., Denver.

This booklet will be sent on request to anyone connected with the printing and lithographing trades. You will find so much of value in it that you will want to have it near you for constant reference. Incidentally, you will appreciate it as a specimen of good printing. Send for it today.

Helps to Bigger, Better Production

Reducol

Reducol Compound adjusts inks to daily changes of atmospheric conditions and the varied grades of paper. It softens the ink, instead of thinning it. Eliminates picking and mottling. Does not affect colors. Neither a dryer nor a non-dryer.

Blue-Black Reducol

For use with blue or black inks when a toner is desired.

Paste Dryer

Dries from the paper *out*. Permits perfect overlapping. Positively will not crystallize the ink, and dries on highly coated stock without chalking. Especially desirable for color work of all kinds.

Liquid Air Dryer

Transparent, and does not affect the color. Gives quick and satisfactory results.

Magic Type and Roller Wash

Marvelously effective and speedy. 1000% better than gasoline. Guaranteed not to stick type together, injure the hands, or damage engravings, type or rollers.

Gloss Paste

Makes any kind of printing or litho ink print extremely glossy on any kind of paper. Used as an after-impression, it makes labels and wrappers dust- and moisture-proof.

Electrical Destroyer

Eliminates static electricity completely nine times out of ten, and at least 75% in all cases.

Richter's Superior Metal Cleaner

Saves all valuable components of metal, restoring it to original condition, and greatly prolonging its life.

Further information about any of these specialties may be obtained from our home office or the nearest branch

INDIANA CHEMICAL & MFG. COMPANY, Indianapolis, Indiana

23-25 East 26th Street, New York City :: 608 South Dearborn Street, Chicago

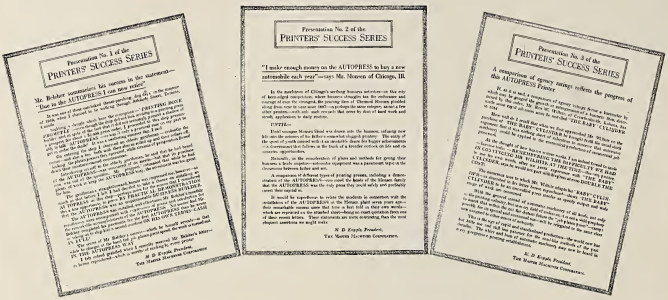
Pacific Coast Agents: GEO. RUSSELL REED CO.
San Francisco, Seattle, Portland

Canadian Agents: MANTON BROTHERS
Toronto, Montreal, Winnipeg

SILENT SPEED

Send for

The Printers' Success Series



We have just completed a survey of twenty representative printing plants in the United States and Canada — including the printing departments of the Government and prominent national institutions — with the principal motive of arriving at THE BASIS OF EACH INDIVIDUAL SUCCESS.

The result of our study has been formulated into THE PRINTERS' SUCCESS SERIES—which are interesting personal narratives crystallizing the basic reasons accountable for the rapid progress of the Printers whose histories were reviewed, and evidencing the important contributing factors of THE AUTOPRESS and "THE BABY" CYLINDER (Automatic and Semi-Automatic Cylinder Jobbers — Speed 5000 impressions an hour).

Job Printers and others interested in efficient pressroom operation and management can glean many worth-while practical pointers from the SERIES.

Add the SERIES to your reference library.

Will be sent on request.

The Master Machines Corporation

110-112 West 40th Street, New York City

"Mark Well the Mark"

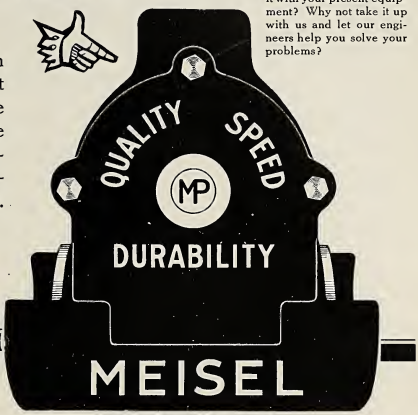
(with apologies)

LOOK for this trade mark when you are buying a press. It identifies the Meisel Press—more than a mere printing machine. The Meisel is a printing press plus several exclusive manufacturing features. Full information for the asking.

MEISEL PRESS MFG. COMPANY

944-948 Dorchester Ave.
BOSTON, MASS.

ARE you turning away specialty printing because you can not handle it with your present equipment? Why not take it up with us and let our engineers help you solve your problems?



Trade Mark Registered U. S. Patent Office.

Better Catalogues at Less Cost

Your hand-covered, side-stitched, paper-bound books are too costly because hand covering, when compared with machine work, is slow and expensive.

A Better Way

to bind these books is to gather the paper covers with the sections, stitch and strip the back with a harmonious color of paper or cloth on the Brackett Stripping Machine.

Why not write or send in samples of your complicated stripping? We will show you how to make a tremendous saving.



WHY NOT BUY an inexpensive machine that will produce ten to twenty times as much in an hour?

RESULTS in a better bound book with stitches and the back covered tightly.

MONEY SAVED in labor and rent will more than recompense you within a short time for the investment.

It is an all-purpose machine which will strip end sheets, reinforce outer sections, make hinged covers, hinge maps, cover the backs of books $\frac{3}{4}''$ to $1''$ thick and strip index sheets or any other stripping which is done by hand.

BRACKETT STRIPPING MACHINE CO.
TOPEKA, KAN.

Printing and Bookbinding Machines
FOR SALE

We can make immediate delivery. Machines of American manufacture re-enter United States duty free.

Two No. 43 OPTIMUS PRESSES, bed 28 x 41, 3 form roller, ind. motor drive. These presses are in fine condition in every way.

The following FALCON PRESSES are rebuilt and guaranteed for all practical purposes as good as new. They are the fastest and strongest hand-fed presses built, automatic delivery, printed side up in jogger:

Two 9 x 13 inside chase, speed 3400.
Three 12½ x 18¾ inside chase, speed 3000.
Three 10½ x 15½ inside chase, speed 3200.
One 12½ x 18¾ inside chase, speed 3000, with automatic feed.

These Falcon Presses can be hand fed at above speeds with no more exertion than required to obtain half the output on other types of job presses.

One Rebuilt HARRIS STYLE E-1 ENVELOPE PRESS, 11½ x 11½, extra good condition.

One Rebuilt No. 4 PROUTY 12 x 18 WOOD PRINTING PRESS, 4 form rollers.

Two Rebuilt DEXTER PILE FEEDERS for 2-0 Miehle Presses.

One slightly used DEXTER PILE FEEDER for Folder, max. sheet 36 x 48, min. sheet 26 x 32. Good as new.

One FUCHS & LANG CENTURY BRONZER, 42 x 56, will take sheet 44 x 56 max. Extra good, about two years old.

Rebuilt Bookbinding Machines

One ROSBACK AUTOMATIC INDEX CUTTER with adjustable rack, practically new.

One BREHMER BLANK BOOK AND SCRIBBLING BOOK FOLDING MACHINE, max. sheet 25½ x 35½, min. 8¾ x 12, two folds and 8¾ x 6 one fold. One or two parallel folds. Feeds against automatic gauge.

One BROWN MODEL No. 350 FOLDER, sheet 18 x 24 to 36 x 48, 16 p. and 32 p. perforators and double trimmers, Auto Side Registers at 1st and 2d folds and Push Side Registers at 3d and 4th folds; sheet retarders and two Push Packers. This machine is as good as new.

One ROSBACK MULTIPLEX PUNCHING MACHINE with outfit Punching Members, and with direct geared motor (rawhide pinion) 220 A. C., 60 cycle, single-phase.

Two SHERIDAN POWER SIGNATURE AND BUNDLING PRESSES, good as new.

One SEYBOLD POWER SIGNATURE AND BUNDLING PRESS, good as new.

One MARRESFORD TIPPING-IN MACHINE. This machine is as good as the day it was built — not even scratched — a bargain.

Rebuilt Linotypes and Intertypes.

Write us your requirements. Our facilities for rebuilding this class of machinery are the best. Our work is the very highest class.

TORONTO TYPE FOUNDRY COMPANY, Limited

York and Wellington Sts., Toronto, Canada.

MIEHLE PRESSES

FOR SALE

Machines of American manufacture re-enter the United States duty free.

We have the following Miehle Presses which we offer subject to prior sale. Owing to the great demand for these presses would suggest wiring, 'phoning or writing us at once.

One PONY, bed 26 x 34, both deliveries, regular belt or individual motor drive. We will rebuild this and can ship in about three to four weeks, from Toronto.

One PONY, bed 26 x 34, both deliveries, ind. motor drive. In extra good condition. Immediate shipment from Toronto.

One No. 3½, bed 31 x 42, 2 form rollers, both deliveries, individual motor drive. In first-class running condition. Immediate shipment from Colorado, or Toronto if shipped here.

One No. 2, bed 35 x 50, 4 form rollers, both deliveries, ind. motor drive. In first-class running condition. Shipment about three weeks from Pittsburgh.

One No. 1, bed 39 x 53, 4 form rollers, both deliveries, ind. motor drive. We will rebuild this and can ship in about two months from Toronto.

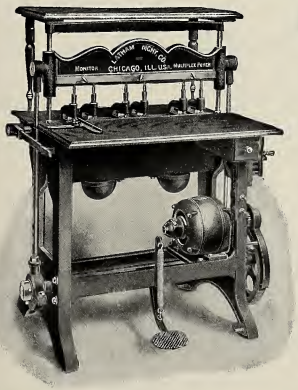
One No. 2-0, bed 43 x 56, 4 form rollers, with Upham Two-Color Attachment, both deliveries, ind. motor drive. This press has had very little use and seems as good as the day it was put in. Can supply Dexter Pile Feeder for this press also if desired.

One No. 4-0 Miehle, bed 46 x 62. Shipment from New York City in September, 1920.

Toronto Type Foundry Co., Limited, Toronto, Canada

MONITOR Multiplex

Punching Machine



It Is Important to Consider

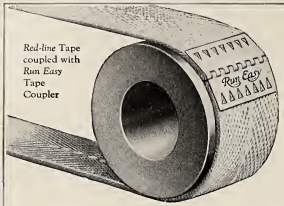
The ultimate investment in punching equipment when purchasing a Punching Machine. Don't overlook the fact that the cost of the various style punching members you will eventually buy will far exceed the cost of the machine itself.

The MONITOR is of heavy, rigid construction and will outlast any other. The punching members cost no more. Get the satisfaction and efficiency that comes from owning a Monitor.

No Tools Required for Locking Punch Heads in Position.

Latham Machinery Co.

NEW YORK	CHICAGO	BOSTON
45 Lafayette Street	1143 Fulton Street	130 Pearl Street



Tensile Tested · Quality Guaranteed

Red-line TAPE
TRADE MARK

A SUPERIOR QUALITY OF TAPE FOR BINDERY, PRESSROOM, OR WHEREVER TAPE IS REQUIRED

Red-line Tape is sold in rolls of thirty-six yards and is made in the following sizes:

⅜ inch ⅝ inch ⅞ inch 1⅛ inch 1½ inch
½ inch ¾ inch 1 inch 1¼ inch 2 inch

GET THE BEST MADE, INSIST ON Red-line IT'S THE FINEST QUALITY OBTAINABLE

SAVE the time and trouble occasioned by breaking of tapes on your machines by using Red-line TRADE MARK Tape. Cheap tape, like lots of other cheap things, is dear at any price.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

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Is an important French Firm constituted for the purpose of introducing upon the European market the newest and most improved Material, Machinery, Equipment, etc. relating to the art of :

PRINTING, BINDING
PAPER-MAKING, NEWSPAPER

AND OTHER BRANCHES OF THE GRAPHIC ARTS

EXCLUSIVE SELLING AGENTS IN FRANCE FOR :

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THE MILLER SAW TRIMMER CO .. .. PITTSBURG, PA.
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DRAEGER

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Building step by step to the height of achievement from the foundation of an Honest Purpose.

Rutherford Forty Black

Meaning that forty is the price of our new and latest development in a Black that will print on M. F. Book, S. & S. C. and Enameled Book. Free flowing, dense in color and an Ink that will run true.

We had one New York firm run twenty thousand sheets—piled four feet high without offsetting and without slip-sheeting, drying beautifully on the sheet. We want all printers to use this *Forty Black,* 40c. per pound, in lots of twenty-five pounds or more.

THE FUCHS & LANG MFG. CO.

NEW YORK, 119 W. 40th St. CHICAGO, 120 W. Illinois St.
PHILADELPHIA, 142 N. 4th St.

A Better Way Than Ever

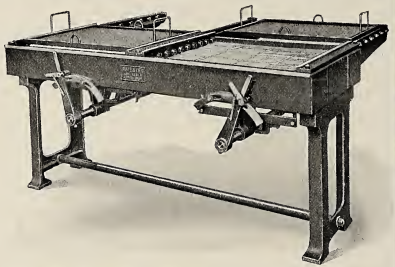
ELECTROTYPERS! Back up your plates with the

Wesel Water Cooled Backing-Up Apparatus (Patented)

A few seconds over the cooling pads and shells have a firm allover adhesion to their backs, shrinkage is uniform and plates are flat. No Motor or Blower, just water connections. NO DOUBT AS TO EXCELLENT RESULTS. Please ask us about this new and successful method. It's to your advantage.

Machinery and Supplies for Photo-Engravers, Electrotypers, Stereotypers, and Printers.

THE WESEL FINAL BASES AND HOOKS for holding printing plates on printing presses. The best of all for the purpose. Send for descriptive booklet.



Special Machinery built to plans and specifications. Our Western Representatives are advised from the Home Office.

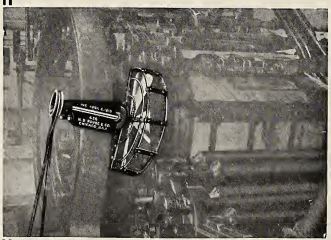
F. Wesel Mfg. Company
72-80 Cranberry Street
Brooklyn, N. Y.

Say you saw this in The Inland Printer.

This Hot Weather Will Have No Terrors If You

Install Rouse Roller Fans

Now! [They are a slight expense when you consider the protection to your rollers]



No. 1, for No. 4 to No. 1 Miehle Presses.	$25.00
No. 2, for No. 00 to No. 00000 Special Miehle Presses . .	25.00
No. 3, for No. 00 to No. 7-0 Miehle Presses, with automatic feed	32.00
No. 4, for Miehle Two-Color Presses, with or without automatic feed, *2 fans*	60.00

THE month of August and the first part of September usually mean a succession of troubles in the pressroom. Soft, mushy rollers are a common occurrence, resulting in poor presswork, and sometimes even spoiled work. Equip your Miehle presses with Rouse Roller Fans — the only sure preventive for overheated rollers. Better do it now and play safe.

Installed in Your Plant in a Jiffy

The fan is clamped to the main gear guard of the press and the press supplies the power. Your pressfeeder can make the attachment in a few minutes. No electrical connections necessary, and no expense for operating. Start the press and you start the fan.

Sold on the Rouse guarantee of satisfaction or your money back

H. B. Rouse & Company

2214 Ward Street, Chicago

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen —and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

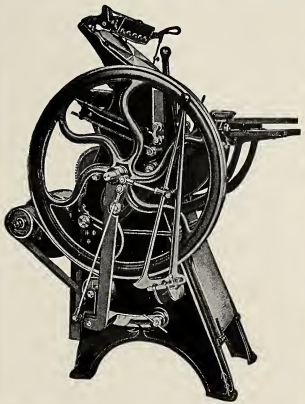
Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.
ATLANTA, GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco

For the Small Work
Economically and Quickly Done—
THE PEARL PRESS



Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation.—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability.—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength.—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless.—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost.—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.
Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE
AMERICAN TYPE FOUNDERS CO.
Also Type Foundries and Dealers Generally

$400,000 Printing

THE WILLIAM G. HEWITT PRESS has decided to retire from business and we are offering this material in suitable lots for immediate delivery. The complete plant must be dismantled and removed before September 30, 1920. Without question this is the largest and most modern printing office to be sold in recent years. Take advantage to improve your plant from among this machinery; some of it could not be delivered by the manufacturers new for a long time. Quick action is necessary. Write or wire.

Pressroom Equipment

Web Presses

R. Hoe & Co. Magazine Web Press, 96 page, 8⅞ x 12. This machine is practically new, having been operated a very short time.....

Goss Magazine Web Press, 96 page (two-color attachment) 9¾ x 6¾. This machine is now in operation on regular monthly publications....

Cylinder Presses

Miehle two-color, 5/0, bed size 52x65.....

Miehle 5/0 special, bed size 46x68 (two machines).

Miehle, 4/0, bed size 46x62, Cross feeders attached (two presses).....

Miehle, 4/0, bed size 46x62, with extension delivery (two presses).....

Miehle Pony, bed size 26x34, two form rollers..

Babcock Optimus, 4/3, bed size 28x41, three form rollers.....

Babcock Optimus, 3/2, bed size 26x32, two form rollers .....

WARNOCK PATENT BLOCKS and Catches.

HARRIS AUTOMATIC Style S. 1. Size 12x19.

Miscellaneous

Patent trucks, scales, etc.

New York Revolving Portable Revolvator.

Longeman fire proof paper baler, 21 x 41 x 48 in.

Cincinnati time recorder, 2-150 card capacity.

Complete modern office furniture of every description.

Selden 1918 model, three-ton truck.

Most of these machines are individual motor driven. All motors are 220-volt direct current.

Address all communications to

Plant to Be Sold

Composing Room Equipment

Linotypes

Mergenthaler Linotype machine, model No. 8 (two machines).....
Mergenthaler Linotype machine, model No. 5 (three machines).....
Mergenthaler Linotype machine, model No. 4...
Mergenthaler Linotype machine, model No. 1 (eight machines).....
50 Tons Linotype metal.

Monotypes

Lanston Monotype Casters and Keyboards.....

Very complete composing room containing iron imposing surfaces, Miller and other saw trimmers, routing machines, proof presses, thousands of galleys, galley racks, type and stands, etc.

HANCOCK PERFECTING LINEUP MACHINE.

Bindery Equipment

AMERICAN ASSEMBLING, COVERING AND STITCHING MACHINE, 14 boxes, 9x12 inches. This machine has had very little wear and is as good as new.

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Seybold three-knife continuous trimmer. Just the machine for a publication office.....
Seybold Dayton automatic clamp paper cutter, 44-inch.....

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Dexter folder, 18x24 to 40x54, serial 5310.....
Dexter folder, 25x38 to 46x66, serial 5674.....
Cleveland folder, style A.....
Dexter folder, 38 x 51.....
Fuller folder, 38 x 51.....

Stitchers

Morrison wire stitcher No. 12 (four machines)..
Morrison wire stitcher No. 6.....
Boston wire stitcher No. 4 (3 machines).....
Boston wire stitcher No. 2 .....
Rosback wire stitcher, style G.....

Burton Peerless rotary perforator, 28-inch.
Stimpson foot power punch press, iron base.
Ward & McLean Looping Machine, rebuilt at the factory.
Auto Quick Bundler, 9 x 14 platen (two machines).
Dexter Horizontal Bundler (two machines).

RICH & McLEAN, Inc. **73 Beekman Street NEW YORK CITY**

What kind of men are you working under?

Are they men of real ability and character, men who inspire and instruct you? Are they helping you to become more expert each day? Are they giving you training of the kind that builds a solid foundation for the future?

The heads of the departments of the Arbor Press are picked men, chosen as leaders in their respective fields. It is their business to see that quality and production are maintained, but a premium is placed upon their ability and enthusiasm in training the men they direct. Under men of this character advancement is rapid and certain.

If you want an extraordinary chance to develop your talents and to work out a future of real promise, address me at the Arbor Press, Greenwich, Conn.

Douglas C. McMurtrie
The Arbor Press
Greenwich, Connecticut



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Both Regular-Litho and Steel-Litho Designs
Stock-Certificate Binders
Bordered Blanks
Diplomas — Certificates of Award
Bonds — Mortgage Notes
Charters — Insurance Policies
Marriage Certificates and Licenses

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Lithographed Calendar Pads

Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards

Samples of any of these Goes Printers' Helps upon request

Goes Lithographing Company
45 West 61st Street
Chicago

We suggest that you send for our booklet "We suggest" — a printers help extraordinary





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are figured on the percentage of earnings.

DO you get requests for small lots of Show Cards, Price Tags, Strip Signs or Bulletins, you can't do them with type and press at a price the customer will pay, but with a

PRINTASIGN

you can make an average Window Card in five minutes that would take fifteen minutes to set up in type. You can make big profits from the sale of Sign Cards in small lots made on the PRINTASIGN. It will also give you a wedge to get in on customers for printing that you could reach in no other way.

Start a Sign Service Business and build up a big profitable side line.

Write for Samples, Catalog and Prices.

THE PRINTASIGN CO.

700 East 40th St., Chicago, Ill.

N-O-S COMPOUND does away with the necessity of slip-sheeting. Why not try it?

JAENECKE-AULT COMPANY

CHAS. H. AULT, PRESIDENT & TREASURER

LONG BEFORE YOU WERE BORN THE **JAENECKE** REPUTATION FOR MAKING **HIGH-CLASS INKS** WAS AS GENERALLY RECOGNIZED AS IT IS TODAY

MANUFACTURERS OF

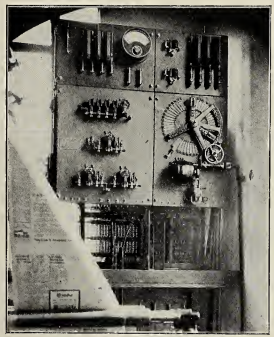
FINE PRINTING & LITHOGRAPHIC INKS

FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.

BRANCHES: NEW YORK·CHICAGO·CLEVELAND

Our goods can also be obtained from printers' suppliers everywhere

"First Aid Hints to Printers." Our little booklet just issued is yours if you'll only ask for it.



Full Automatic A. C. Control Panel. The panel controls the driving motors of a Duplex Tubular Press, the folder of which is shown in the foreground.

Absolute Control

at a touch of the fingers

Sprague Electric Full Automatic Alternating Current Control System *for* Newspaper Press.

Increased output and less trouble in running off editions are secured if a Sprague Electric Full Automatic System is used.

Write for Bulletin No. 242.

SPRAGUE ELECTRIC WORKS

Of General Electric Company

Main Offices 527 W. 34th St. New York.

Branch Offices in Principal Cities

The Inland Printer

Vol. 65, No. 5 August, 1920

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, Editor

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Fuchsias and Rollers

A minister, illustrating a point in his sermon, said: "You plant roses in the sunshine, but if you want fuchsias to grow they must be planted in the shade." After the sermon one of his parishioners clasped his hand and said: "I appreciated your sermon this morning very much; I never knew before why my fuchsias did not grow."

Summer Rollers must be kept in the shade, too. If in the sun, the warmth of its rays will soften the composition and cause the Rollers to tear or melt. Have you ordered a summer supply of those extra long-wearing, result-producing "Fibrous" Rollers?

BINGHAM BROTHERS COMPANY

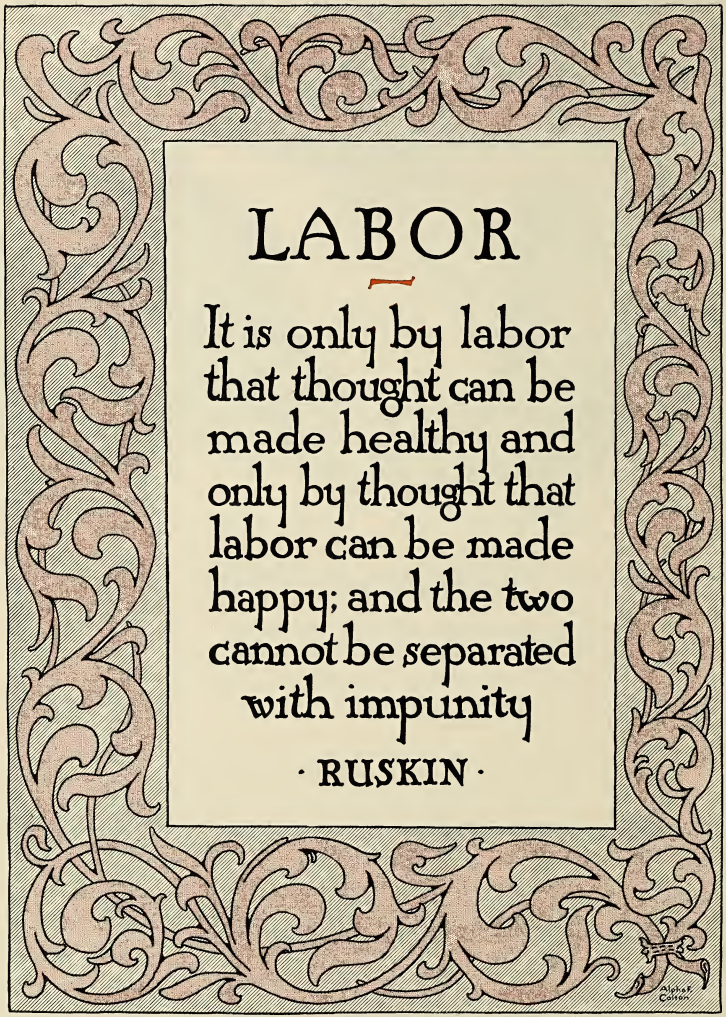
(Founded 1849)

ROLLER MAKERS

NEW YORK . . . . 406 Pearl Street
ROCHESTER . 89 Mortimer Street

MACHINE PRINTERS' ROLLERS TRADE MARK ESTABLISHED 1849

PHILADELPHIA, 521 Cherry Street
BALTIMORE . . 131 Colvin Street



Designed and Lettered by Alpha F. Colton, Chicago.

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THE "OLD MAN'S" EFFICIENCY MAN

BY H. E. MILES

HURON, the silent bookkeeper of Marsden, Price & Co., had just stepped noiselessly into the private office of J. M. Marsden, senior member of the firm. "What is it, Huron?" inquired the "Old Man," happening to glance up. "The costs, sir," replied Huron, "they are still going up, and last month's sheets show composing room costs of two dollars and eight cents an hour." "What!" exclaimed Marsden, with sufficient vehemence to cause his human figuring machine to jump and glance hurriedly at the exit. "Composition costs still going up, and the boys losing nearly every job they figure on, to say nothing of those two Hornbuckle booklets that went through at a loss of a hundred apiece? Something's got to be done to curb this price-cutting competition."

"Yes, sir," replied Huron, as though agreeing with the boss might somehow help the situation.

"Why," went on Marsden, "even the Marblehead company and Frosts have threatened to quit us if we don't stop hiking the price on 'em, and how in time are we going to do it unless the costs stop climbing?"

"If I might offer a suggestion"—said Huron, which remark was so unusual that Marsden sat up straight and stared at him. "Shoot!" said he.

"When I was with the Hefflin Scale Company the same thing came up, and they called in an efficiency man."

"Efficiency man! Efficiency man!" exploded Marsden, "I don't believe there is such a thing in the printing business. Why, Bolin, out there, is supposed to be the best composing room foreman in town, and he doesn't seem to know anything except how to put on two extra men every time we get one extra job. What did the efficiency man do?"

"Well, sir, I don't know that I can tell all he did, but he had the shop rearranged, and put in some new machinery and accomplished what he called 'standardization' and 'specialization,' and in less than four weeks the production costs began to come down. Then there were weekly conferences between the department heads and sales force, and finally the shop began running overtime to fill orders, and while the prices were cut considerably, the scales seemed to be better than ever and the following year the company declared a dividend of twelve and a half per cent."

"Gee whillikens, man, do you suppose you could make a factory out of a print shop?" cried Marsden.

"I don't know why it couldn't be done," replied Huron, ignoring the personal allusion. "The only difference I can see between this business and the scale factory is that most of their goods were completed before they were sold, while yours are sold before you begin to make them. That makes it impossible to figure costs before you figure selling prices, and I have noticed that your salesmen don't know the least thing about what a job is really going to cost."

"They have the cost sheets all before them, don't they?" remarked the "Old Man."

"Yes, but what seems to bother them is that the job always takes longer than the ones did that they are going by, and even the same identical job never shows the same time on the cost sheet."

"I know it," said the O. M., "I've figured most of these jobs lately myself, and I have set hundreds of them in my time, but I'm blessed if I can tell how long it will take a man to do it. But the question is,

where is it possible to find such a thing as a print shop efficiency man?"

"Perhaps some one in the shop would have some ideas," suggested Huron.

"Ideas! Why, man, all men seem to think about these days is how to stall around and do as little work as possible. When I was working at the trade —"

"I beg your pardon," interrupted Huron, "but I have heard that a good many factories are having shop conferences, and some of the men are becoming very much interested and often offer good suggestions. We might do something like that and perhaps find out some things without calling in an efficiency man."

"That's the longest sentence you ever spoke, Huron, but I believe you said a mouthful. How would you suggest holding a shop conference?"

"Well, sir, I understand the Bowser Cash Register Company has them right after lunch Fridays, for one hour, and that some of the best things the shop has done have been suggested by the men. Then, they have a suggestion box, and give a prize for the best suggestion offered each month."

"By George!" exclaimed the O. M., "we'll pull something like that, and start with this composing room. Much obliged for the tip, Huron, guess you're entitled to the first prize."

On the following Friday Bolin posted a notice of the first shop conference of the composing room of Marsden, Price & Co., calling the boys together at 12:30 P. M. The notice caused considerable comment, but at the appointed hour the shop's dozen composing room employees were draped about the foreman's desk in expectant attitudes. Old Man Marsden came into the room, mounted the platform at the desk, and said:

"Boys, you all know that we have to have work to keep you employed. Lately competition has been so keen that we have had to fight to get our share of work, and some of it has been done with little or no profit, if not at an actual loss. Added to this, costs, especially in the composing room, are going up all the time. Now, it has been suggested to me that for the purpose of reducing costs we establish some sort of shop practice similar to that employed in manufacturing plants, so that work can be put through at a profit, and at the same time enough of it sold to keep us busy. Most factories employ what is known as standardization and specialization to reduce shop costs. I am going to leave it to you how to do that in this composing room, and every month I am going to give five dollars for the best suggestion which is adopted and put in actual practice during the month. In the meantime Bolin will make a few changes in the shop which I believe will be of advantage, and your suggestions may take the form of kicks any time you think things are not done properly. If any one has any suggestion to make right now, I should like to hear it."

Harlow, the red headed compositor who handled most of the commercial work, was the first to speak: "I don't like to make the first suggestion in the shape of a kick, but while you are talking about the hour cost going up, why wouldn't it be better to have all the commercial type in my alley and sort up the cases and put in some lead and slug and rule cases that no one else can use, so I won't have to run around the shop looking for material? I believe I could save considerable time on small work that way."

"That's good, Harlow. What do you think of it, Bolin?" asked the O. M., turning to the foreman.

"A good idea," said Bolin, "and one Harlow has spoken about before, but we have put it off because there seemed to be so many things it was necessary to make requisitions for."

"Yes, I know," said Marsden, "requisitions haven't always met with favor — it seems hard to be adding new material for every job."

"Yes," replied Bolin, "but the reason material has to be bought for every job is that no two jobs are alike, and Doran, the advertising man, is always sending in layouts that require special rule or something."

"Well, we'll try to get the material Harlow needs in his department, anyway. Anybody else?"

As no one else had a suggestion, the conference ended. But before the week rolled around, several had been handed in and within a month the shop slogan, "Standardization and Specialization," had been adopted and many improvements made in that direction. Each kind of work was in a department of its own, with the best man in that line handling it exclusively. Material for all standard sizes of book pages was kept for the makeup, and a chart made showing the standard size book pages for each size of paper. The stoneman was provided with regular lengths of furniture for each chase, and enough of it so that he could keep it separate and reach it quickly.

A chart was put up by Harlow showing the standard pica measure of each size of card or commercial form, and he had many of the forms standing that he could use for any job. Every unnecessary step was eliminated, and the addition of much needed material helped to conserve time, besides improving the quality of the work. A distribution system was installed that made it possible for one man and the apprentice boy to keep all the material in the cases. All of the antiquated and worn out type was dumped and traded in for new material.

In less than three months the hour cost was reduced in the composing room, and a corresponding decrease was made in the pressroom, where a large saving was made by better forms and less registering time.

"You see, Huron," said Old Man Marsden, one morning, as if he had discovered it all himself, "we had some efficiency men right here in the shop."

PRINTERS AND DIRECT ADVERTISING SERVICE

BY MURRAY E. CRAIN

"PRINTERS in many cases advertise themselves as direct mail specialists," said the mail order business man, with a smile, "but how many of them have really made a study of the subject? Well, perhaps a great many. But how many use their knowledge? Not many, I fear."

Asked to explain, he continued: "I sell by mail, partly by catalogues, but a great deal by letter, too, with some attractive enclosures. I haven't been in the business so very long, and when I came in I could have used some good, sound advice to advantage. I didn't want to ask for it straight out, but I gave the local printers plenty of opportunity to slip me some. Did I get it? I did not. The printer did the work as it was laid out. His services beyond that consisted largely of handing me a statement, and endorsing my checks. Far be it from me to grudge a printer or any one else the money he makes in business. It is usually fairly earned. But I make this contention: If a printer isn't somewhat of a specialist on direct advertising, he should be, and if he is, he shouldn't hide his light but let it burn steadily and brightly.

"Many business men use direct mail because they believe in it. They try it out and then quit. Why? Because they make mistakes. They don't know that they make mistakes. They don't get results from their direct publicity, and they quit it. And does the printer who made the inserts or handled the multigraph work do anything about it? Not a thing, as a rule. He doesn't go to the trouble of inquiring as to whether the campaign was a failure or a success. He didn't pay any attention to the copy. He handled the whole thing in a mechanical way. His work was all right, but none of his brains went into it. The advertiser threw some money away, and direct advertising lost a pal.

"The printer has a tremendous advantage right off the reel. The advantage is that he doesn't know anything about the proposition being sold. The advertiser knows too blooming much. He is so close to his business that he assumes his prospects know as much about it as he does. The upshot is that many of his letters are ambiguous, so far as the recipient is concerned. I remember that in my early days I overlooked explanations of some vital points, and had to send out another letter — 100,000 of them — to cover the phases I had forgotten. Now before I send a letter out I make it a point to read it to some person who doesn't know anything about the proposition. If the letter explains everything it should, all right. But my experience has been that it seldom does tell the whole story, or even the salient features in it. Perhaps I have been wrong in not making more of a confidant of the printer, but he certainly has not encouraged this sort of thing.

"He seems to think that it isn't his place to make suggestions. I don't believe any business man would think a printer was butting in if he offered a pointer or two. The purse of the business man is directly concerned, and he isn't going to complain because the printer tries to save him some money, or make the money he is spending get better results.

"In my young days I used to put all sorts of enclosures in letters. Did a printer ever gently hint that I might do better to limit this procedure? He did not. I had to learn by bitter experience that one enclosure was plenty if I didn't absolutely have to use more.

"Did a printer ever suggest that I might do well to spend a little more money and have the addresses filled in to make a personal letter, instead of making it frankly a form letter? And above all, did a printer ever give it as his opinion that the proposition in hand was so expensive to the buyer that it would pay to have every letter actually typewritten, instead of having it multigraphed and the address filled in? The answer is in the negative.

"My experience — again gained at some cost — has been that no form letter, sent as such, is any good. Others have had the same experience, but none, so far as I know, has ever advanced the reason I have in mind. Why shouldn't the form letter be as good as the personal letter? Some say the recipient is displeased because the writer doesn't think enough of him to write a personal letter. That may be, but the real reason form letters don't pull is that they aren't read.

"Don't believe this? It's true. I should feel perfectly safe in sending a form letter like this to a list of the brightest men you know:

Neckties for gifts!

What man doesn't like a good looking tie? It adds the finishing touch to his personal appearance — it either makes him a prepossessing individual or it utterly ruins the general effect. Our ties make men look dressed up, because we sell the tie with some idea in mind of the personal appearance of the person for whom it is designed.

These ties are worth five dollars each. But once in a while we get the Christmas spirit ourselves. So just tell us what sort of man you want the tie for, and we'll pick out a tie and send it to you as a token of appreciation of your past favors.

"This is ridiculous, of course. No house is likely to give away neckties, regardless of the amount of past

business done with any one. But as I say, we should be perfectly safe in writing such a letter, if it were a form letter, simply because few people would read as far as the paragraph about the free tie. If it were filled in carefully, it would be a different matter.

"I haven't anything against printers, and I think a great deal of some of them. I am sure they could have saved me a lot of money in the past, and I wouldn't reject their suggestions now without careful consideration. I'm sure, though, that printers are overlooking a good bet in not extending a helping hand more frequently. They should do this, first, because they should have the interest of their clients at heart, and, secondly, because direct advertising is regularly losing some good patrons because the patrons don't know how to handle their propositions. Printers should let the public know that they really have a knowledge of direct publicity and that they aren't keeping it secret."

SELLING BY KEEPING STILL

BY MICHAEL GROSS

THE big chief was making his regular four o'clock round of the sales office, stopping at each man's desk, as was his custom, to pass a few words regarding things in general and the salesmen's prospects in particular. Strang noticed that Compton, one of the new salesmen, seemed anxious to avoid the boss, but the boss suddenly cut across the salesroom and came over to Compton's desk.

"How is the Fowler Cutlery Company order coming along?" was the first question the big chief asked of Compton, after greetings had been exchanged.

"I'm afraid we've lost that one," Compton stammered. "I think the Statling Press got the contract."

The boss gave the peculiar "ahem" of his that somehow seemed more effective by far than any reprimand, and Compton hurried on with his explanation.

"I can't understand Mr. Fowler at all," he began. "I almost talked him deaf, dumb and blind on our proposition; told him exactly how we intended running the job; showed him where our rough sketch would be elaborated on; explained the easel and the hanger we were going to use; and gave him every other possible detail to justify our price. He listened to my whole 'spiel' and then, the next day, turned right around and gave the order to the Statling people. Can you beat that?" Compton ended up, in a rising crescendo of righteous indignation.

"Perhaps not," the boss came right back at him. "But I do believe I could beat your selling methods in this particular case. From what I hear of Mr. Fowler, you should have sold him this job by keeping still, not by giving him what you choose to call a 'spiel.'"

"I believe Mr. Strang can explain my meaning in detail," the boss went on, as he caught sight of the perplexed look on Compton's face. "If I remember rightly he also had the idea, when he started in the selling game, that the chief asset of a good salesman lay in a smooth flowing, ever ready gift of gab. When he discovered how to sell by keeping still he saved his voice, his customers, his job, and his reputation."

No sooner had the door of the private office slammed behind the portly figure of the big chief than Compton turned to Strang. "Where does he get that stuff? Selling by keeping still! If he thinks it possible to get orders by that method why doesn't he hire his men over at the deaf and dumb asylum?"

"It does seem a strange remark for the boss to make," Strang agreed, "but you musn't take it too literally. That's where I made my mistake when he gave me the same advice a few years ago. I thought he wanted me to go into a customer's office, lay my sketch on his desk, and then sit like a dummy until my man either wrote out an order or rang for the janitor to have me thrown out."

"Well, what else does he mean if he doesn't mean that?" Compton asked, puzzled.

"The best way to answer that question," Strang replied, "is to tell you how I first tried to get orders by talking, and then, following the advice of the big chief, managed to sell ten times as much as under the old plan by knowing how to keep still at the right time.

"When I started out to get printing orders in my early days I labored under the delusion that a salesman's main qualification was the ability to 'talk a streak.' If I could only get a chance to give a buyer an 'earful,' I used to think, the order was as good as mine. That was a rather flattering opinion to hold of myself, I'll admit, but it didn't get me any orders. Looking back in retrospect, however, I don't think the talking did as much harm as did the fact that I failed to give my customers credit for human intelligence. I could not get myself to believe that the man I was trying to sell had a thinking apparatus of his own and liked to be allowed to use it once in a while.

"From the explanation I heard you give the boss," Strang went on, "I believe you suffer from the same fault. You said that you showed Fowler how the rough sketch would be finished up; told him how we intended running the job; the kind of easel and hanger

we would use, and so on. Are you sure that Mr. Fowler didn't know the sketch was only a rough one and that it had to be finished up; that it would require four colors to reproduce the effect, and just what the easel and hanger were going to look like?"

"Maybe he did know these things," Compton admitted, "but I've been taught that it is always best to anticipate a customer's questions and objections and answer them before he has a chance to even ask."

"That's another one of those rules that remind me of some famous proverbs," Strang said. "To know exactly when to use them requires a very high order of intelligence, but if a person has a very high order of intelligence he doesn't need proverbs to guide him in his conduct.

"I can give you advice on this subject in all sincerity, because I thought exactly as you do. I would go into a buyer's office with a sketch, and the moment I lifted off the tissue cover I would start to talk. First, I would carefully and painstakingly explain that the sketch was only in the rough — as if my man couldn't see that for himself at the first glance. Then, before the customer could get a word in edgewise or give a thought to the idea the artist was trying to convey, I would begin pointing out the different features of the design that I was in mortal fear the buyer would overlook. 'See the way this head is worked up,' I would start off. 'I believe it is an improvement even over your regular trade mark. And here is where an actual can of your product can be inserted. And do you notice how the peculiar shading makes this line of lettering seem to stand away from the card?' I would rave on in this manner ad nauseam, discoursing on things that were self evident, until the customer, in desperation, would start to say something. Then I would work my famous 'anticipation' stunt. No sooner was half the sentence out of my man's mouth than I would attempt to finish it for him. If he began: 'But don't you think that . . .?' I would stop him with a restraining gesture and say: 'Oh, that arm will be fixed in the finished sketch.'

"This trick of taking a sentence out of a man's mouth might have been a very effective one, if it were done right. Invariably, however, my guess was wrong, and instead of the arm I would find that the customer was talking about a foot, and that he would never have noticed the arm was wrong if I hadn't tried to anticipate his objection. Also he would get peeved because I had interrupted him.

"Every now and then some customer would manage to get over a question without interruption and then sit back and wait for an answer. But I would go right on with what I was saying before my man thus rudely interrupted me, and would let the query and its answer go by the board. This also had quite a soothing effect on a buyer, as I afterwards discovered.

"Another thing I found out at the same time was that it was mighty hard to 'talk a streak' without saying something that would have been better left unsaid. For instance, our artist would tell me a certain part of a design was 'out of drawing' or made wrong in some other way. The fault would never be noticed by the customer, provided his attention was not directly called to it, but I would 'anticipate' his objection and thereby show up that trifling error as a glaring mistake. Then I would have to invent a second explanation to cover my first explanation of the fault, and soon I would find myself in a hopeless muddle.

"The boss evidently saw what my difficulty was, for he took me into his office one morning and gave me a nice long lecture on the art of selling by keeping still. When the interview was over I wrote out four rules and pasted them over my desk calendar. And they are still here."

Strang picked up the desk pad and read:

"Rule one: Never 'talk a streak' unless the customer asks your opinion of the thing you are trying to sell him — and then talk only if you really know what you are talking about.

"Rule two: Never discourse on the obvious. Give the customer credit for enough intelligence to know a rough sketch when he sees one; to know a good drawing, and to know a good piece of lettering.

"Rule three: Never answer a question until your customer asks it. In other words, don't ask yourself the question you think the customer is going to ask and then proceed to answer it out loud. Whisper both the question and the answer to yourself if you want to, and then, when you find the customer has no such question in mind, which will be true in nine hundred and ninety-nine cases out of one thousand, you can have a nice quiet little laugh on yourself — and the sale will not be hurt by your poor guess.

"Rule four: Never say anything at all for the first three minutes after you show a customer a sketch. In that three minutes of silence many a sale has been made; and breaking that silence has broken the chances for many an order. Observe this last rule, by all means, even if it means that you have to gag yourself, or chew your necktie to keep from talking.

"By following these four rules to the letter," Strang continued, putting the pad back in place again, "I really began to sell goods and make friends out of my customers. These four little warnings, by the way, also form an epitome of what the boss means when he says that a salesman should know the art of selling by keeping still."

The new man sat in silence for a few minutes after Strang had finished speaking. Then, taking a pencil and a sheet of paper out of his desk, he leaned over to where Strang sat, and said: "Can I trouble you for a loan of that memorandum pad for a few moments?"

STANDARDIZATION IN THE GRAPHIC ARTS

BY N. J. WERNER

THIS article is intended to be supplementary to one which I wrote several years ago for THE INLAND PRINTER, in which I advocated standardization of various elements of the printing business. The Typothetæ has made progress in the introduction of a standard system of ascertaining costs, which if generally adopted would be of no little advantage to the trade. Through the efforts of the Purchasing Agents' Association, a standard in the size of catalogues has been formulated, which, when it becomes generally applied, will prove of incalculable benefit to every one concerned with catalogues. A few more matters have gone through the hands of the standardizers, but as yet the efforts of these men have not gone as far as they should. There is much yet to be done in the line of standardization which would redound to the profit of the industry, to the same extent as did the adoption of standard type bodies and standard face alignment.

Recently it afforded me some pleasure to notice what is being done abroad, especially in Germany, where they are very practical in the pursuit of their industries. Reports are at hand of a largely attended convention of interested crafts people who met in the Book Trades House at Leipsic on October 14, 1918, to deliberate upon various possibilities of standardization, and to form an organization to further the work of normalizing wherever it was found to be beneficial. The reports of that, and subsequent meetings, are too long to be detailed here, so we can give only a general outline of what has been taken into consideration.

Matters to be standardized were classed under four main heads, viz.: (1) Paper; (2) Type; (3) Stereotypy, Electrotypy and Chemigraphy, and (4) Machinery. Committees of experts were separately appointed for each of the following subdivisions:—

1. Standard alignment of type faces, to further the general introduction of what has already been systematized in this connection, and to remove certain errors still existing in the established system.

2. To systematize accents and ligatures, and to fix font schemes for them; also to have all the punctuation marks and various special signs cast to points setwise as well as bodywise.

3. To design a set of normal tabular figures in all sizes from 6 point to 12 point. Perhaps two series of such are advisable.

4. To systematize all mathematical, astronomical and other technical or customary special signs.

5. To normalize the faces of brass and metal rules.

6. To determine the angle at which italic or sloping type faces should incline. (Perhaps the proposers of this have worked with such faces as Caslon Old Style Italic, which has a very unhandy slope.)

7. To fix the nomenclature of type bodies; to abolish the term *corps* (body), as *corps* 6, 8, 10, etc., and use *punkt* (point), saying 6, 8, 10 *punkt*, as the case may be, instead of *nonpareille*, *petit*, *korpus*, etc. (Happily, we have adjusted this in America.)

8. To fix the positions of nicks on type bodies and normalize them if possible.

9. To decide upon standard schemes for fonts.

10. Spaces. Shall they be cast on sets from 1 to 8 points? What about the 3-em (⅓ em) space? Should spacing material be cast either 51 or 54 points in height, to accommodate plates of 11 or 12 points in thickness?

11. To determine the minimum weights of fonts.

12. To standardize the alloying of type metals.

13. To standardize the lay of type cases.

14. To simplify and normalize proofreaders' marks.

15. To fix the thickness of stereotype and electrotype plates.

16. To decide upon the thickness of the copper deposit on electrotypes. It is suggested that it be normally five per cent of the thickness of the plate, and that the price should be according to the thickness of the copper deposit.

17. To further the proposition that all stereotypes, electrotypes, and cuts be trimmed to even picas or nonpareils.

18. To fix the precise angle of the facets on plates which are to be held on bases by catches, the same of zinc plates.

19. To decide upon the normal thickness of zinc plates for etching purposes.

20. To decide upon a normal screen for photo-engravings, which is to be used whenever a special screen is not demanded.

21. To fix the dimensions of type cases, letter boards, case stands, cabinets, etc.

22. To systematize the instruction of apprentices, and to regulate the proving of their capacities, etc.

The Paper Committee is to handle the following subjects: Fixing of quantities per package, weights of paper, material content of paper, colors of paper, and the sizes (or formats) of paper sheets.

The Ink Committee is to consider these topics: The composition of inks, the fixing of various degrees of subjectiveness of inks to the influence of light, and the systematic designation of colors.

Considering the disturbed condition of all industries in Germany, it is not to be expected that much could be accomplished since the various committees were put to work. Gradually, the results of their deliberations and investigations will appear; all interested must meanwhile be patient.

The writer has received some of the reports of the committee laboring on the standardization of paper sizes, but he will not here enter upon a discussion of them. The matter of standardizing paper sizes has also received considerable attention in England, as well as in France. In France the backward state of the manufacture of printing machinery is also under discussion. The need of France to be more up to date in this class of machinery instead of being dependent upon foreign manufactures is fully recognized.

The writer will not go into further detail, nor inject here any of his own ideas as to *how* things should be standardized since he would be able to take in only a portion of this great field. His intent is merely to indicate some of the things which need standardization, and to show that others have taken cognizance of the need; also to express the hope that the Typothetæ or some other organization of printers will "get busy," and likewise study how to improve and normalize technical conditions of the graphic arts. Don't stop with merely ascertaining costs. Eliminate some of the costs through standardization.

IN THE SMALL-AD. JUNGLE

BY ARTHUR PEMBERTON

A NEW degree, "P. D. Q."—doctor of quick printing, of course—has been proposed for those remarkable practitioners, few and far between, who cover all distances at the rate of about a mile a minute, with a never varying exactness of pace. They are the keyboarders, correctors, and makeup men on the "Class. Ad." columns of the dailies. For arrangement, alphabetizing, contrasting display, and getting the two line letters O. K., they beat the world. Never mind if one small messenger stands on its head—surely everybody reads it then. Many shrewdly suspect design, and the boss knows we all slip a cog sometimes, even in a dry season.

A learned essay on the principles of advertising has *Suggestibility* for its keyword, and ends with the following cook book formula:

Cue Word
Attraction Assertion
Suggestion

Some bolder spirits put assertion both first and last, and, sad to say, attractiveness becomes a mere slice of meat in the sandwich. Many more qualities come into the want advertising—beauty, caprice, nerve, wit, and humor. (These last are not synonyms, wit being defined as a single flashing rapier stroke which overcomes a person at once, while humor is like the brilliant play of sword blades at fencing, of much slower effect.)

At our modern breakfast table the newspaper is the autocrat. How its fearful and wonderful classified page appeals to the eye. "Appeals to"? No; "demands" is the word. For who of all the readers of this magazine can clearly explain: "Dry tumbler, or 2-section cabinet dryroom wanted," or "Hollowware buffers for color before plate"? What does a cocoa pressman press, or a shoe puller-over pull? Maybe he just "puts things over." Quite paradoxically in one issue I read (still in the shoe workers' column) "Expediter—Steady Work," and just below, "Backstayer—Permanent Position." This looks like the old familiar irresistible impulse meeting an immovable object, but close analysis reveals the fact that the ideas of steadiness and permanence are responsible for that impression. But glimpse this next one: "Assistant bookkeeper and stenographer (lady); one familiar with upper leather requirements preferred." Do you say at once, "I obtain you, Steve"? No; you plod and ponder, with methodical deliberation, and finally noting the lady in paren's, say "Why, all uppers need a fair degree of polish." Then those two words, degree and polish, tell you they want a Vassar girl!

Reverting to the group idea, I have seen, closely allied, "Smocker needed" and "Wanted—Enrober." (It did occur to me that a machine now takes the "innards" of a chocolate cream and enrobes it with a rich dark brown taste—but the point is, one must study to realize this, while an advertisement, according to much fine writing on that subject, should reach the soul as does the daylight.) One bona fide rural ad. I found, a little plainer than daylight: "Will exchange potatoes for a calf that will eat hay or pigs or laying hens;" and its companion comes from a far west source: "Cook to have fine large room with two windows and good wages."

Think of seeking a "Universal Feeder." I am advertising for some of mine to stay away. What kind of

awful thing is an ink grinder, a beam tender, a dental mechanic? Here is a literal copy of a joke misprint: "Mechanical Daftsmen wanted, to join Union 901." Not one of these would be quite so daft, however, as an Ohio citizen who advertises "Automobiles and Fords repaired," or as any person writing to the source of the following: "Bookkeeper (elderly) for two hours' service per month." Please quote, to yourself, the extravagant stipend for that. The position must be like changing water for a canary bird — arduous, irksome.

One ham smoker, one third hand on cake (I wadna' be the foorth), one caser-in, one stamper, one head bander, one straight knife cutter, ten tuckers — all named Little Tommy, perhaps — are facing me this minute from my coffee flecked morning "Wonder." And in the mysterious feminine portion I discover bath maids, models of thirty-six proportions (usually fifty-seven varieties apply), lady pressman, diamond appraiser, bushel girls. We have read about or known the Peck bad boy, but who has ever had any experiences with the Bushel gay girls? Echo properly pauses to consider before answering.

An embalmer's assistant, a hustler; a chef, "mulatto — entrees;" a registered drug clerk desiring "relief"; experienced laundress whose address is given as 2161 Wash. St.; a last shaver (good); a pan man — wonder how his job will pan out? Most of these are every day sorts. Unconscious humor asserts itself in a recent two liner: "Boy eighteen years old for Standard Petticoat Company," etc. That might be a good position to cotton to, but could any live youngster really enjoy being a mule fixer, a two-thirder, or a pin boy?

The ready made phrases are always a delight; not slogans like "Wilson's a Wizard — That's All," or "U-sed-it"; not of that ilk but better "hits" that fascinate with their freemasonry. The Kiltartan History Book, Bell-in-Hand Tavern, Ye Qualitye Foode Shoppe; Madame Blanc, maker of creamy, dreamy party frocks; a restaurant at 711 Vine street, whose printing has a depiction of spotted ivory cubes with the legend "Come Seven, Come Eleven." A small card with "Roast Beef Medium," street and number, has had wonderful powers of attraction, and I have twice seen in a Boston paper, "Individual Beanlets," meaning the tiny pots holding a single portion; deuced hot but good; "*ril* good," as they say in Maine. In this class also comes the Cornell Alumni's title for their great bazaar to obtain a building fund — "The Hardly Fair"; well applied, because in addition to all the time honored separation devices of pretty girls, food, flowers, sweets, there were many slight fines and penalties for what one, quite unconsciously, failed correctly to do during the evening.

Newspapers of fifty years ago contained this notice, or its like: "The undersigned now have a stock of the newly invented velocipedes; perfectly safe for elderly and also very young people." I believe that in ten years we may behold "For Sale — Fine young airplane, latest model, sound and kind; speedy, but will stand without hitching." And the requirements of our own day may soon develop "Glass suitcases, finest crystal plate, all contents displayed, no stop at State borders for examination."

So much for example; now why not try a small amount of precept? Standardize! Belying the absolutely concise appearance of the stuff, the classified columns show a wilderness waste of time, money and matter. What possible wisdom is there in setting heads, "Wanted — Male (or Female) Help," and reproducing the word "Wanted" several hundred times below? Why use two line letters at all, especially as some papers do, senselessly, thus: "A-Men and Women Wanted," etc.— using "A" where there's no definite occupation stated. Wouldn't it be a well worked out page which allowed no less to anybody than a three line ad., using a small slug for the two liners; omitting "wanted" or "needed," and setting a few words in bold face at the beginning, as

Woman to help chef in lunch room, 7 to 4; $12 to begin, no Sunday work. Address, Jones, 4 K St.

Workers on Paper Boxes. Gluers and Pasters. Call at 929 Dodd St.

TOO LATE TO CLASSIFY

Dipping Forelady

WANTED — This position offers an excellent opportunity to a person of initiative. Steady position, good pay. "C 1," the Banner.

The above call for help was received just as this manuscript was in its unsealed envelope for the mail; too late (and rather impossible) to place in its proper class — if it has "class." I can only say that the word "steady" seems to me a mistake for "unsteady," and I nominate Annette Kellerman as a candidate for the "dippy" position.

The printer who is willing to do one poor job will soon have opportunity to do nothing else.—*G. W. Tuttle.*

EDITORIAL

With two former printers as the principal contestants for honors, the coming presidential election should be of unusual interest to the printing fraternity, and should have a far reaching influence upon the industry. It is somewhat significant, and reflects credit upon the industry, to have two men selected as the leading candidates for the highest honor the country can confer upon any man, both of whom started their active lives in the printing office and worked up to success as editors and publishers of newspapers. Printing stills holds its rank, not only as a molder of public opinion, but also as a molder of men fit to assume the responsibilities of high public offices.

"You can take it from me that the period since the armistice has been the most wonderful in history for putting the country printer on his feet, despite the high cost of print paper, and other annoying details. While supplies are high, it is easier to get the price than at any time that I know of. No one asks any more what we are going to charge until we deliver the goods." Thus writes a subscriber when sending in his renewal, and incidentally expressing some very complimentary remarks regarding The Inland Printer, which we greatly appreciate. Our correspondent is right. It has been a wonderful period, and it is gratifying to notice that a large number of the country printers have realized the opportunity and have taken steps to place their businesses on a sounder footing financially, making their charges for the work they do more nearly commensurate with the service they are rendering, and thus gaining a higher appreciation of their work.

Shall We Eliminate Punctuation Marks?

A correspondent writes the editor of this journal regarding a custom which, he states, appears to be spreading. We give his letter in full:

Dear Sir: Is there any recognized authority that tolerates the omission of all punctuation marks in reading matter?

Recently there have passed through my hands, as reader, a large law brief, several stock certificates, and other smaller jobs, in which the omission of all punctuation was insisted upon. Most of the stock certificates had extracts from the acts of incorporation and from the by-laws printed on the reverse in six point type (solid), 22 or 24 picas measure, much of it in that involved style of legal phraseology which it is difficult to follow when properly pointed, and you can imagine what it is like without any punctuation marks at all. The custom appears to be spreading, and unless headed off will tend to still further degrade the English language, which has already suffered sufficient mutilation at the hands of the iconoclasts.

It would seem that in the case of law briefs and similar documents the judges of the Superior courts could check the evil by refusing to accept such papers until they were properly prepared, for they, of all others, require to know the meaning of the words used. Faulty punctuation frequently obscures or distorts the meaning; devoid of any, it would not be surprising if judges differed in their understanding of the facts presented through such a medium. The omission of all points relieves the compositor and proofreader of considerable responsibility, it is true; that may be why it is becoming so popular, especially with the machine operator. But do you not think the conditions call for a vigorous protest?

5–5

The omission of punctuation marks in display matter has become quite the custom, especially when the typographical appearance is enhanced thereby. This is the first time, however, that we have learned of any instance where marks of punctuation were eliminated from straight reading matter, and it may safely be asserted that there is no recognized authority whatever that would tolerate such a practice. Law briefs, stock certificates, extracts from articles of incorporation and from by-laws, should by all means be punctuated with the greatest care. Where the omission of marks is insisted upon it would seem that there is some ulterior motive, an attempt to cloud the meaning and render the matter difficult of interpretation, and printers should raise a strong protest against such a practice.

A Financier's Point of View on Capital and Labor.

When a noted authority on any subject speaks he immediately commands attention and is given a careful hearing. Likewise, when such an authority writes on a question of great moment his writing receives the most attentive consideration. Therefore the new book by Otto H. Kahn, published under the title "Our Economic and Other Problems" by the George H. Doran Company, New York, should have a strong appeal to all who are interested in an equitable solution of present day economic problems. One of the most prominent of American economists; a leader in financial affairs, having directed the financial development of several of the best known railroads in the country and also several industrial corporations; called into conference by the leading personages of America and Europe, Mr. Kahn writes with the authority that is based on a broad practical experience.

In referring to the present labor problems, Mr. Kahn states that "the principle on which all concerned should deal with the labor question appears to me plain. It is the principle of the Golden Rule." Then, in dealing with the relations between capital and labor, he goes on to say: "I think the formula should be that, first, labor is entitled to a living wage; after that, capital is entitled to a living wage; what is left over belongs to both capital and labor, in such proportions as fairness and equity and reason shall determine in all cases." Again, "There are so many

different kinds of labor; there are so many different kinds of capital. Not infrequently the laborer and capitalist overlap and merge into one. You have skilled labor and unskilled labor; you have the small employer, the large individual employer, the corporate employer, the farmer, the inventor, the prospector, etc. And then circumstances and conditions vary greatly, of course, in different parts of the country and in different industries. It is impossible to measure by the same yardstick everywhere, but the principle of fairness can be stated; the desire can be stated to do everything possible to bring about good feeling and good understanding between labor and capital, and willingly and freely to coöperate so that labor shall receive its fair share in the fruits of industry, not only by way of a wage return, but of an adequate return also in those less tangible things which make for contentment and happiness."

In outlining what he believes to be the essential points to be followed by right thinking men Mr. Kahn says: "The workman is neither a machine nor a commodity. He is a collaborator with capital. He must be given an effective voice in determining jointly with the employer the conditions under which he works. Individual capacity, industry and ambition must receive encouragement and recognition. Nor must the employer look for 'gratitude.' No man is entitled to ask gratitude for doing that which is right. The closest possible contact must be maintained between employer and employee. Arrangements for the adjustment of grievances must be provided. . . . The worker must be relieved of the dread of sickness, unemployment, and old age. The community must find ways and means of seeing to it that any man fit to do and honestly desirous of doing an honest day's work shall have the opportunity to earn a living. . . . The worker must receive a wage which not only permits him to keep body and soul together, but to take proper care of his wife and children, to have for himself and for them a share of the comforts, interests and recreations of life."

Mr. Kahn then sums up the attitude that labor must take, and the responsibilities it must assume, in the following: "Labor must realize that high wages can only be maintained if high production is maintained. The primary cause of poverty is underproduction. Furthermore, lessened production naturally makes for high costs. High wages accompanied by proportionately high cost of the essentials of living do the worker no good, and they do the rest of the community a great deal of harm. The welfare of the so called middle class — that is, the men and women living on moderate incomes, the small shopkeeper, the average professional man, the farmer, etc.— is just as important to the community as the welfare of the wage earner. If through undue exactions, through unfair use of his power, through inadequate output, the workman brings about a condition in which the pressure of high prices becomes intolerable to the middle classes, he will create a class animosity against himself which is bound to be of infinite harm to his legitimate aspirations. Precisely the same, of course, holds true of capital."

An Action That Deserves Commendation.

In these days of constant demands for increased wages, resulting in the inevitable continued increase in the cost of living, it is refreshing and encouraging to learn that the members of one labor organization have fully realized the seriousness of the situation and taken a firm stand against striking for a further increase, resolving to do their share, at whatever present sacrifice, in the public's fight against high prices. It is not an easy matter for workers to realize that increased costs must follow increased wages, that wages and costs work in a cycle, or that higher wages must bring higher costs for the necessities of life, so that they are no better off, if as well off, as when wages were lower. To bring about an equitable solution of the problem it is essential that the workers do their part and that the employers also coöperate. Strikes and lockouts can not accomplish the results desired. They belong to the past and have no place whatever in this advanced age.

As a shining example of the right attitude we quote the statement of the Brotherhood of Employees of the Terminal Barber Shops, published during the recent strike of the barbers of New York for higher wages:

TERMINAL BARBERS STAND BY THE PUBLIC.

The Brotherhood of Employees of the Terminal Barber Shops, having carefully considered the demands of the barbers for higher wages and higher prices and the strike now called to enforce them, hereby in full meeting assembled declares its position as follows:—

We have observed with deep concern the constantly increasing cost of living. It is plain to us that, as the wages have increased, prices have correspondingly raised, soon resulting in the necessity for further increase of wages; that this process is continuous, so that no increase in wages is of substantial or permanent benefit, because quickly absorbed in the higher cost of living, with the result that the worker is no better off than before.

We are in hearty accord and sympathy with the public in its battle to reduce the cost of living. We consider it vital to the whole nation that prices shall not be further increased. The vicious circle of increasing wages and rising prices must be broken. A practical stand for the effective accomplishment of this purpose must be taken. Therefore,

Be It Resolved, That we are determined to do our share, at whatever present sacrifice, in the public's fight against high prices, and we believe it to be to the interest of all wage earners to do likewise.

We are, therefore, opposed to the demands for higher wages and higher prices. We shall not participate in or support the strike. We shall remain at our jobs, prepared to serve the public at our present wages and at present prices, believing that in this way we shall perform our public duty as well as serve our own best interests.

Our position, our wages and the prices charged in the barber shops may have no great public importance. But it is of vital importance, if the public's campaign against high costs is to be successful, that wage earner and employer alike should realize that in this world crisis relief will come only through moderation in demands for wages as well as for profits — *and act accordingly.*

If we are the first labor organization to take this position publicly, we are glad and proud to assume the leadership, in the hope that this may prove to be the beginning of an effective movement to advance a great public cause.

In connection with the preceding statement of the men, the following was also published:

To the Public: An increase in wages at this time must result in an immediate and substantial increase in the price of all barber service.

We are proud to make public the ringing declaration of our men against higher prices. We shall support them in their stand to the limit of our resources. They can not make this fight without your support.

Stand by the men who have resolved to stand by you. Let this mark the beginning of the end of "the high cost of living."

Terminal Barber Shops, *Joseph B. Schusser, President.*

It is to be hoped that the example thus set by the barbers in the terminal shops will be followed by others. It would be a long step toward bringing about a speedy return to industrial activity on a sound basis.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

When Is a Form O. K.?

To the Editor: NORTH TONAWANDA, NEW YORK.

When a press sheet is marked "O. K. Position," with the order number and amount to run, does this mean to go ahead or wait for a final O. K.? — C. S. S.

Answer.— The mark "O. K. Position" implies that the form is O. K. so far as the placing of pages, cuts and margins is concerned. This is usually given by the stoneman so that the pressman can proceed with the make ready and avoid holding the press waiting for a final O. K. "O. K. Final" with order number and amount is the order for the pressman to proceed with the running. If special instructions are given as to make ready O. K. the pressman will, of course, be governed accordingly. This explanation of press O. K's is merely an example of what is done in representative plants. Local shop practice has a lot to do with the O. K'ing of forms, and no hard and fast rules can be laid down that will apply to every plant in the country.

Do any of our readers have any comments on the subject of press O. K's?

Letters We Appreciate.

To the Editor: SCARBOROUGH, ENGLAND.

Permit us whilst writing you to express our high appreciation of the continued excellence of THE INLAND PRINTER. It is in our opinion the best of all printing trade journals, especially for its inspirational worth. GEORGE A. PINDAR & SON.

To the Editor: DE SOTO, WISCONSIN.

This letter is to you personally—as well as to all others who have a hand in the making of your delightful journal.

Did you ever consider what a sin is human procrastination? For instance, I have long contemplated writing this letter, but have put it off from time to time because I was busy and knew full well that the epistle I contemplated was destined to attain too great a length. My heart is too full for brevity, when I have THE INLAND PRINTER under consideration. I know there must be a lot of your readers situated similarly. They would like to write you and tell you just how greatly they admire and how highly they value your publication; but, for the most part being busy folks, they procrastinate; and for the other part, they are unable in moments of leisure, when they might easily do so, to break the deadlock of will.

As a newspaper maker I used to wonder if my efforts were being appreciated by my constituency. I would drill along week after week, month after month, year after year, and at times would sink into a "slough of despond," as it were — would hardly have the courage to push forward — and then some kind soul would drop a word or two of cheer and praise — a simple letter of appreciation — and immediately I became re-enthused over my calling and recharged with the energy necessary to "carry on." I have no doubt it is the same with those higher up, so here's my proof of appreciation of THE INLAND PRINTER.

How often, I am here reminded, these evidences of esteem come too late! You will pardon this personal reference, I know, for any writer really attains the point of greater interest when he goes to tell something about himself. I was employed as foreman on a little Western daily, my duty in a mechanical way being the composition of the advertisements. All the more or less uneventful seventeen months I put in there, I was not aware that my work or myself were unusually pleasing to the patrons of the shop or to my employer; but, on the day I announced my determination to leave, I was simply overwhelmed by the abundance of evidence of esteem and appreciation showered upon me by my fellow craftsmen, by the "boss" and even by a number of those for whom I had set ads.

Most assuredly, it was gratifying indeed to know, even on the eve of my departure, that these folks loved me and appreciated the work I had done, but I can not help remembering how doubly valuable and consoling this knowledge would have been if vouchsafed to me months before.

But I'm not going to put off any longer telling you how sincerely and highly I admire THE INLAND PRINTER and how acutely I enjoy its printed pages. The June number lies here before me. Using a hackneyed figure of speech, I have just devoured its contents, and I must say they are extremely relishable. It seems to me that such a publication can not fail of greatly benefiting all members of the calling who read it, and with such articles as Prof. Joseph Devlin's "The Beginning of Books," and F. Horace Teall's "Problems of Capitalization," in this issue, as well as similar articles from Mr. Teall's unerring pen, appearing regularly, it would appear to me that THE INLAND PRINTER is a particularly valuable periodical for writers and authors in any field.

Of your regular departments, since I am a printer-journalist, I suppose those by Messrs. Caswell and Frazier (after Mr. Teall's, of course) have the greatest personal appeal for me, but I find great pleasure and interest in Henry Lewis Bullen's inimitable "Collectanea Typographica"— and your pages are all excellent — as excellent in points of contents, understand me, as they are unquestionably in typography and presswork.

I have especially enjoyed R. T. Porte's "John Smith's Bookkeeping," and practically everything else that you print, and no less do I enjoy and benefit by studying your exquisite displayed pages and immaculate examples of colorwork and composition.

Summing up, then, you can see plainly that, so far as I am concerned, you are on the right track, and I certainly would not be without your most excellent magazine so long as I can raise the subscription price. O. BYRON COPPER.

The printer who is long on promise and short on performance will stand no show in the printing business — he should quit before he begins!—*George W. Tuttle.*

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE recent death is announced of Francis Reid Brodie, aged eighty-four, a typefounder who worked for the Miller & Richard typefoundry at Edinburgh for over sixty years.

THE Newspaper Proprietors' Association is protesting against certain unreasonable proposals embodied in amendments to the Shops (early closing) Bill, which, if carried, would practically prohibit the sale of all newspapers on Sundays.

PRINTING concerns are not generally patrons of flower shows. The noted house of Hazell, Watson & Viney, of London, is an exception, however. On July 17 it held its sixth annual flower show, and gave money prizes and championship medals in connection with it.

GUISEPPI CAPRANO, an octogenarian Italian, one of the pioneer stereotypers of Great Britain, died at Dublin recently. He served his time under the inventor of the process and himself invented a new method of stereotyping illustrations, now in general use. At the time of his retirement, at the age of seventy, he was on the staff of the *Irish Independent*.

AT a recent meeting of the Birmingham Education Committee it was agreed to add new equipment for the printing classes and for the school of art, namely, a cylinder press, a platen press, a hand press, an imposing surface, motors, etc. There is a large increase in the number of pupils, and substantial progress in technical instruction in printing is expected.

IN its third annual report, the Conjoint Board of Scientific Societies discussed the danger of supplies of casein and glue falling short. A research into the nature, functions and manufacture of adhesives was carried out. This resulted in the discovery of two new adhesives, one possessing very remarkable properties, and the other one prepared from a waste product of which there was a large supply in the country throughout the war. In addition to this, Dr. Schryver and his colleagues made improvements in the production of casein which effect a considerable saving in material and improvement in its quality.

GERMANY.

THE Weigel printing office at Mengringhausen (Waldeck) recently celebrated the attainment of the second century of its existence.

FOUR large printing concerns in Berlin have gone out of business, because of their inability to secure profits, due to the high cost of materials and labor.

THE Krupp Iron Works, at Essen, once famous for the manufacture of implements of warfare, is now undertaking the manufacture of a new typesetting and casting machine, which it expects to have on the market very soon.

CONDITIONS in the paper industry show no improvement. A cellulose shortage still prevails. The price of wood pulp is continually advancing, the latest quotation being 300 marks for 100 kilograms. The paper mills are overwhelmed with orders. The scarcity of chemicals, the demands of labor and the high price and shortage of coal account for the daily increase of prices.

IN May the printery workpeople obtained another bonus in addition to wages, to meet the higher cost of living. The new bonus agreement is effective until August 31. If necessary at that time, the bonus question will again be taken under consideration by the wage committee composed of representatives of masters and workmen. The present increases range from 18 to 40 marks per week.

FRANCE.

THE export or re-export from France of resinous woods used for the manufacture of paper pulp, as well as pine and spice woods, is now prohibited.

DURING 1919 France imported from the United States 46,703,363 pounds of printing paper, compared with 44,973,435 pounds in 1918. From England she imported 5,703,530 pounds in 1919, as against 3,071,221 pounds in 1918.

MANY newspapers in Paris and in the provinces have formed a company (Société pour l'Approvisionnement de la Presse Francaise) for the mutual purpose of insuring supplies of paper, pulp and coal, as well as other necessities during the prevailing "*crise du papier*." Mr. Bailby, of the *Intransigeant*, is the president of this association.

THE syndicate (or union) of the photogravure concerns has announced a ten per cent increase in prices. The syndicate of stereotypers and electrotypers has decided to increase prices for their products twenty to thirty per cent. The syndicate of the typefounders through a circular has announced an increase in the price of type, etc., of fifteen per cent, taking effect April 1.

SWEDEN.

THE union of printing office foremen and superintendents has raised about three thousand crowns to extend relief to their colleagues in Germany and Austria.

A PAMPHLET, of twenty pages in octavo size, on the subject of "Om Placeringen av Begynnelsebokstäver" (The Placing of Initials) has been issued by Wald. Zachrisson, of Stockholm. It is replete with examples of good and bad practice in this detail of typography and is quite exhaustive in its treatment of the subject.

THE BALKAN STATES.

THE council of ministers of the Serb-Croat-Slovene State has decided to restrict importations to the "indispensable" needs of the kingdom. The list of exclusions includes gilt, silvered or metaled paper and cardboard, paper ruled for accounts, printed forms and the like, labels, notices, papers, envelopes and post cards with illustrations, monograms, crests, etc.; paper hangings, playing cards, drawing books, paper boxes, wall calendars, and other articles of paper (with some special exceptions); paintings on paper, canvas, wood, common metals, etc.; also original drawings on paper. [Perhaps the "civilization" of this State has no need for paper or printing.]

FINLAND.

THIS country is restricting the importation of articles of luxury and such as are not regarded as being of paramount importance to the country. Among the things excluded are photograph, post card and postage stamp albums, albums for verses, all other sorts of albums, scrapbooks, note and memorandum books, wall paper and friezes, playing cards, picture post cards and congratulation cards, picture books and painting books for children, and other manufactures of paper, cardboard, pasteboard or pulp not specially mentioned, even if combined with other substances.

EGYPT.

A STRIKE of the printing staff of the European newspapers in Cairo is reported as tenaciously continuing, with a likelihood of extending to Alexandria.

AUSTRALIA.

IT is reported that the printers and male bookbinders who have been on a strike at Melbourne since March 1, have returned to work on the employers' terms.

RUSSIA.

IT is reported that the Bolshevist government proposes to establish state newspapers in various country districts throughout the realm.

IN GENERAL.

A RECENT quotation for news print paper from Scandinavia was 16 cents a pound, f. o. b., subject to obtaining raw materials and there being no strikes.

Collectanea Typographica

By HENRY LEWIS BULLEN

Come, humble press,
Quick, "roll your own"
And ink the message locked
Within thy form!
Swing wide thy steel-lipped jaws!
A world may yet be jolted
By thy conquering word.
Perhaps 'tis thine
To slip thin sheets of truth beneath
crude shams
And blast the way
For thoughts and deeds more worthy.
Thine only mission is to speak,
And speak thou wilt!
On us the duty lies
That no ignoble word shall start
vibrations
At thy mouth.
—Chas. Everett Johnson.

* * * *

A Duty Neglected.

THERE is now, more than ever before, a great lack of good compositors. A compositor of ability above the average commands premium wages, and yet there are not enough of them. On the other hand, master printers, handicapped by the scarcity of good compositors, are, as a class, doing nothing to provide good printers. They are leaving the matter to blind chance, though it is the duty of every employer to recruit the army of printers. How can those neglectful of this duty expect loyalty and enthusiastic service from their employees? If they expect ardent service, they expect too much, unless they have taken under their protection well qualified learners. Employing printers who, in the past, have neglected to provide learners and to protect them, are responsible for every incompetent now working in the printing houses. And thousands of employing printers who are now neglecting their duty in this important matter are daily entering accessions to the army of incompetents.

* * * *

The first printer to use running heads over type pages was Arnold Therhoernen, of Cologne, in his "Quaestiones de XII quodlibet," issued in 1471. He was also the first to print the number of the page in a book. In 1470 he put the page number in the center of the front margin of the first book he issued.

A Book to Buy—II.

TYPOGRAPHIA: An Historical Sketch of the Origin and Progress of the Art of Printing, with Practical Directions for Conducting Every Department in an office, with a description of Stereotype and Lithography, illustrated by engravings, biographical notices and portraits, by Thomas Curson Hansard, printed by the author, London, 1825; 840 pp. XXV., 939 (26).

WRITTEN by an eminent and practical printer, the proprietor of one of the largest printing establishments of his time, this is one of the books essential to a printer's library. It contains much information nowhere else to be found. Thomas Curson Hansard, the author, was born in 1776, the son of the Printer to the House of Commons. Disagreeing with his father, at the age of twenty-nine our author established a printing house of his own. He undertook to report and print at his own charges the debates in Parliament, getting reimbursement by selling a certain number to the Government and the remainder to libraries, newspapers and the public. The title of the debates was the *Journal of the House of Commons*, but the actual name (soon adopted by general consent) is "Hansard," still continuing. It covers the same field in a degree that is occupied by our *Congressional Record*. Thomas Curson Hansard was one of the first to use cylinder presses, and was a liberal encourager of inventors who succeeded or aimed to succeed in improving mechanisms for increasing the product of printing houses. He furnished the funds for the manufacture of the once celebrated Napier Press, which he alludes to in his book as the "Nay-Peer." The first cylinder press used in America was a Napier. It was imported in 1827 by the publisher of a newspaper in Washington. It was landed in New York, and Robert Hoe was given permission to unbox the press and use the various parts as patterns from which to get a set of castings. Robert Hoe then proceeded to make and sell the press, which thus became the foundation of the fortune of the Hoe business. Thomas Curson Hansard's son (of the same name) wrote "Treatise on Printing and Typefounding" (in 1841), "The Art of Printing: Its History and Practice from the days of John Gutenberg" (in 1851), "The Art of Printing and Caxton" (in 1855) and "The History of the Art of Printing" (in 1840). Our author died in 1833, full of honors and second to no other printer of that period in progressive achievements. The book we recommend is worthy of its author. It can be bought through any expert dealer in second-hand books. If the reader is not in touch with such a bookseller, we recommend C. E. Goodspeed, 5 Park street, Boston, Massachusetts.

* * *

Disappearance of the Long S.

BODONI, the great Italian printer and typefounder, is credited with having brought about the disuse of the long letter s. The long form of the s was introduced by those who made books with pens, before types were invented, to save time in transcribing. When printing was invented the printers continued the use of the long s, with no such good reason, until the latter part of the eighteenth century. When, in 1786, Benjamin Franklin sold a large bill of types to a printer in New York, the latter complained of the absence of the long letter s. The letter is still preserved in which Franklin informed him that the later and better practice in Europe was against the use of the bothersome letter.

* * * *

In a papyrus book manufactured in Egypt seven thousand years ago, now the property of the French National Library, there is a chapter devoted to the functions of librarians. A necessary concomitant of every civilization is the librarian, the keeper of the seed of civilization. The seed in the Egyptian civilization was made by highly trained art craftsmen who made books very beautifully with pens. They were the predecessors of those who today make books with types.

* * * *

The first folding machine appears to be that invented in Frauenfeld, Switzerland, in 1853 by Sulzberger, a bookbinder, and Graf, a machinist.

IN France for nearly two centuries no apprentice could aspire to become a master printer unless he knew Latin and could read Greek. There was a secondary class of workmen who could only read and write in French. They were tolerated for mere manual labor, and had no legal status until 1713, after which they were allowed to enter as second-rate apprentices.

* * * *

THE number of printers who take intellectual pleasure in what is to them an intellectual occupation is growing steadily. Theirs is the way to real success in our art. Study does it.

Later Letters of Our Alphabet.

THE letter j was originally merely a variant form of the letter i, used at the end of a word by way of a flourish, as in Livij (Livii), or at the end of a number, as in x:iij:ij (10:3:2). The capital J is the youngest of our letters, in use only three hundred years. Before the capital J was invented, i and j were used interchangeably. It was Louis Elzevir, a learned printer, who first used the letter i invariably as a vowel and the letter j invariably as a consonant, adding the capital J to complete the reform. He also did a like great service with the letters v and u, which were also used interchangeably. He introduced the capital U, a letter not used by the Romans, from whom we derive our alphabet. Louis Elzevir died in 1612. We regret that Elzevir did not further improve our quite imperfect alphabet. It is less than a hundred years since Sequoyah, a Cherokee Indian, invented a much superior alphabet, the use of which was the foundation of the present wealth of the Cherokees. The alphabet is the vital element in our art. We recommend to printers the interesting study of its history. Look in any library at the cards marked "Alphabets."



LANDING OF THE PILGRIM PRINTERS.

The scene is on Plymouth shore in Massachusetts three hundred years ago, on December 21, 1620. The little Mayflower is seen in the distance. Indians on the right may be observed viewing the scene. These men and women in the foreground are, all unknown to themselves, empire founders. Obscure persons then; now the whole world delights to do them honor. The picture has a peculiar interest to printers who are not submerged in the mere mechanics of their occupation. The leader of the Pilgrims was Elder (William) Brewster. The oldest man there, he stands at the right, with folded arms, invoking a blessing on the adventure in search of liberty of conscience. By vocation he is a Master Printer. *His avocation is that of a lay pastor, the unsalaried assistant of a pastor left behind in Holland. The young man hauling on the rope, with his feet in the surf, is Edward Winslow.* By occupation he is a Journeyman Printer. *In 1620 he was one of the humbler group of the company of Pilgrims. In the difficulties which in the first two years tried the souls of the Pilgrims, Winslow came to the front in the affairs of "the plantation." Thrice he was Governor. He it was who wrote and had printed in London in 1623 the book, precious now in every sense of the word, "Good News from New England; or a Relation of Things very Remarkable at The Plantation of Plymouth in New England; showing the Wonderful Providence and Goodness of God in their Preservation and Continuance, being delivered from many apparent deaths and dangers." He was the "press agent" of the Pilgrims, who well knew how to utilize the divine art of printing. Winslow's little book was the magnet that drew a great stream of liberty seekers to the rock bound coasts of New England. Winslow returned to England in 1623, again in 1625, again in 1635, and finally in 1640. While in England he was one of the active founders of the Society for Propagating the Gospel in New England, which in 1639 supplied the first printing outfit used by the English speaking colonists in America. Our picture is a steel engraving by the celebrated Joseph Andrews after the oil painting by P. F. Rothermel. The steel engraving is 17 by 22 inches. Copies of it may usually be had from C. E. Goodspeed, 5A Park street, Boston, Massachusetts. It was published in 1869. A little history of the printing and other activities of the illustrious Printers Brewster and Winslow was printed in* Collectanea *in the December, 1919, issue of* The Inland Printer, *pages 318 to 320. With it is an authentic portrait of Winslow. While the English speaking world is celebrating the Pilgrim tercentenary, we hope the printers' associations will honor themselves by honoring the Pilgrim Printers.*

MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

How to Find Cause of Matrices Not Dropping.

An Ohio operator of somewhat limited experience describes briefly his trouble on machine. It appears from his description that the trouble is in the verges. The following are our recommendations:

We suggest that you trace the trouble out in this way: Touch the key and see if the escapement lever returns fully after the keyboard keyrod has dropped to normal position. Repeat operation a number of times, and then observe if the verge returns fully to place. If the keyrod and the escapement lever return properly to place and the verge does not, you can correct the trouble by giving a trifle more stress to the verge spring. To do this, remove the magazine, turn it upside down on a table, remove the escapement verge spring and keeper (the piece of sheet metal that covers the verge springs) and lift the free end of verge spring out of its seat in verge, raise it an inch or so, and again seat it in place in verge. Try pressing on verge plunger to see if the spring returns it fully to place. It becomes necessary sometimes to remove the plate covering the plungers and polish the plate with graphite; also to rub dry graphite on the plunger so that it will work freely. The foregoing should correct your trouble, but to make it more complete, examine rubber roll beneath the cam.

Metal Accumulates on Pot Mouthpiece.

A Virginia publisher writes: "We have had a great deal of trouble with back squirts, the squirt being preceded in each case by a slug with a 'lockup shine' on the bottom and an accumulation of metal on the mouthpiece. The lockup, however, seems to be accurate when tested. It was thought at first that the trouble was caused by the mold cam lever roll washers being crooked, but straightening them afforded only temporary relief. The machine is equipped with an electric pot, direct current, and the voltage varies considerably. Could this have anything to do with it? If we run a few 30 em slugs, until the mouthpiece gets heated up thoroughly, there is little trouble for three or four hours; then the machine goes back to its old tricks. Another possible cause that has occurred to us is the fact that the machine is geared to run slowly — about 4½ lines a minute. The whole proposition boils down to this: Is there any way to prevent a constant accumulation of metal on the mouthpiece when the casting mechanism is perfectly clean, the metal apparently in good shape, and the lockup and justification accurate? Any advice you may offer will be received gratefully."

Answer.— A smooth surface on base of slug is an indication of metal accumulation from low heat on mouthpiece. The statement that voltage varies seems to us to be the basic cause of your trouble. If the variation from normal remains low for a considerable period it is doubtless the cause of the trouble. If you can provide for a more uniform pressure it will no doubt put an end to the splashes. Carry mouthpiece on "high." Low speed of the machine should not be a contributing cause. To prevent metal accumulating on pot mouthpiece, aim to carry sufficient heat to prevent ventage metal chilling on its surface. See that pot lever spring is stiff enough, that it does not yield more than $\frac{1}{16}$ of an inch on lockup to cast.

Cause of Damaged Face on Slug Still Obscure.

A Washington operator again writes: "I tried the remedy of driving the gib closer to the elevator, as you suggested in your department as a remedy for the bruised face on the slugs, of which I sent a sample in my former letter. I tightened the gibs as much as possible without binding the elevator, but this has not remedied the trouble."

Answer.— In addition to our former advices we suggest that you examine the locking studs, as a loose or badly worn locking stud may be a contributing cause of this trouble. We find that one of our correspondents also had somewhat similar trouble, and on our advice he corrected it by slightly reducing the stress of the pump stop spring. As it is difficult for a correspondent to cover all the conditions that bear on the trouble, we are asking you to look closely into the matter again. We might add that it is advisable in this connection to see that no more than $\frac{1}{64}$ of an inch is present between the back screw of the first elevator and the top of vise cap when a line is ready to cast. Too much space here may also be a contributing cause of your trouble.

Turning on Heat Full Blast Often Causes Crucibles to Crack.

A Michigan operator-machinist writes: "Please advise me whether or not the metal pots will crack or burst when turned on full blast in lighting the burner under the metal pot, or if the burner should be turned on very low at first, say for about thirty minutes, until the metal pot has become warm and then full pressure applied. We have very good gas pressure."

Answer.— Crucibles are put under a very heavy strain during the time the metal is melting. When the burner is turned on full blast, the rapid expansion of the metal in the lower part of the crucible is likely to cause it to crack, especially if the crucible is filled with metal. As the metal melts first at the bottom it causes a tremendous pressure on the bottom of the crucible, which will force small particles of metal through the pores of the iron, as you will notice if you observe the bottom of the crucible. Different crucibles will vary somewhat as to fine and coarse grain, and the coarse grain crucible will allow more metal to be forced through the pores than will the fine grain crucible. This, however, is an advantage, as it will relieve the strain and there will be less danger of the crucible cracking. It is a good practice before turning out the fire to see that the metal is down below the top of the well. Some operators purposely allow the metal to run low before closing down. In starting the burner it should be turned low for fifteen or twenty minutes so that the parts will have a chance to heat up and expand gradually.

"GEORGE DID IT."

Being a Testimonial in Honor of George H. Benedict.

IN the report of the photoengravers' convention, appearing in the July issue of this journal, reference was made to the presentation by the photoengravers of a handsome Peerless automobile to George H. Benedict, of Chicago, in recognition of the years of study he has given to determining the cost of and the proper method of charging for photoengravings. Accompanying the automobile was a good sized check, and also a beautiful leather bound volume bearing the inscription "George Did It," and containing reproductions of the many letters of appreciation sent in response to a request for subscriptions toward a fund for the purchase of a suitable gift. Thus, "while he is still alive and capable of appreciating it," the photoengravers of the country have shown in substantial form the regard in which they hold the "Grand Old Man" of their industry — though he is not so old at that, but still has a good many years before him in which to continue his activities as well as enjoy the good things of life.



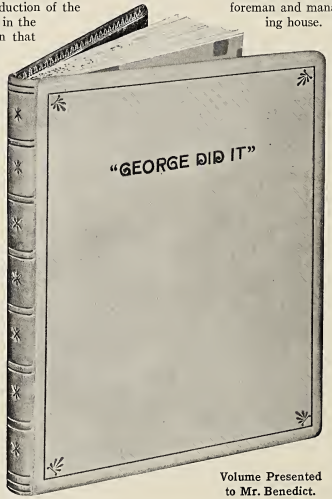
George H. Benedict.

It is fitting that George H. Benedict should be honored in this way, for the results of the work he has done in his quiet, unassuming way can never be measured by those who have benefited thereby. To realize this, it is but necessary to look back a few years and compare conditions prior to the introduction of the standard scale with those existing in the industry today. It is well known that for years the photoengraving industry merely existed, drifting along in an unorganized state, with very few, if any, of the engravers knowing anything about the cost of producing their product. It was due to the efforts of Mr. Benedict, who gave unstintingly of his time and effort and worked out the standard scale now used throughout the country, that these conditions were reversed and photoengraving is now on a solid business foundation.

As the head of one engraving establishment remarked to the writer: "It is not a great many years since George stood outside the door of the engravers' convention hall handing out leaflets describing the standard scale for photoengravings which he had devised, practically ostracized and looked upon as merely another freak with a new idea." That there has been a change of attitude, however, is apparent, and for some years past Mr. Benedict has been at the head of the cost committee of the photoengravers' association, and it has been "Let George do it" whenever any question has arisen regarding costs of production — and "George did it."

Mr. Benedict may be described as a man of many and varied accomplishments. His principal hobby, aside from driving a car, is the study of astronomy and mathematics. This has led to his devising a number of scales, charts, etc., such as the automatic reduction chart, photographers' focusing index and proportional divider; logarithmic scale of proportions; the labor cost calculator; tables of wages; scale of type and surface measurements, as well as the standard scale of prices for halftones and zinc etchings, and the standard electrotype scale. In a recent conversation Mr. Benedict stated that he considers the best and most important thought that ever came to him was that the hour cost is one-twentieth the amount of the weekly wage, and the amount for depreciation is ten cents per hour per thousand dollars of cost of the machine.

Born in Warsaw, New York, on August 12, 1857, and moving to Chicago with his parents in 1864, he has made this city his home and the center of his activities since that time. In 1875 he secured a position with Rand, McNally & Co., where he started to serve an apprenticeship in the map engraving department. Gifted with a fund of originality and resourcefulness, devoting considerable time outside of working hours to study and experimental work, he made rapid progress, and before he reached the age of twenty-one he was given the position of foreman and manager with another Chicago engraving house. One of the first in the city, and in fact, in the West, to recognize the importance of photoengraving at the time of its introduction, Mr. Benedict lost no time in making himself proficient in the new art, and shortly afterward opened a business of his own. A disaster to one of the principal customers upon whom the business depended for the greater part of its work swept the promising engraving plant out of existence. But a year later Mr. Benedict made another start, devoting his entire attention for a time to wax engraving, and from this beginning has grown his present business. A photoengraving department was added in a short time, then it became necessary to install wood engraving and electrotyping departments. In 1903 the George H. Benedict Engraving Company united its forces with those of the Globe Electrotyping Company, since which time it has been known as the Globe Engraving & Electrotyping Company, with Mr. Benedict as treasurer, and the firm has grown to be one of the leaders in the industry.



Volume Presented to Mr. Benedict.



"This has been a long, cold, snowful winter, but spring is here at last. The robin is picking worms out of the back yard, the blue bird is singing in the trees, and the cardinal is on the cover, so let's catch the spirit of spring and get cheerful and busy." This unusual introductory paragraph appeared in a recent issue of *Northern*, the house-organ of The Northern Engraving Company, Canton, Ohio. The cover design is reproduced above.

JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

THE VALUE OF COMPARISON.

THERE is no surer road to proficiency in any art than the consistent study of the craftsmanship of capable and experienced workers in that art. In recognition of that fact THE INLAND PRINTER has for years specialized in the reproduction of fine examples of printing. If the study of a good example of type display has instruction value in the picture it impresses on the student's mind — which remains there for imitation and adaptation, and for comparison with his own work, long after a written description would be forgotten — the critical comparison of two or more examples has even greater value. In the first place such a comparison may show one what to avoid as well as what to strive for. Better still, it may bring forth emphatically those little points of distinction that make a composition stand out.

The value of any item of type display depends largely on the effectiveness of the influence it exerts in drawing the attention of readers, especially if competing with others as on the newspaper page. The qualities which cause such a display to exert a stronger influence than its ordinary neighbors is in itself most important, aside from or in addition to considerations of superiority from an esthetic standpoint.

When the material for what is to follow came to the writer's attention his first intention was to head the article "Little Points of Distinction That Make the Ad. Stand Out," but it was discarded because too long. Nevertheless that would be an excellent title, for the examples forming the basis of this little story about the work of William A. Kittredge, of the Franklin Printing Company, Philadelphia, Pennsylvania, emphasize far stronger than words a few of the points of distinction that cause his advertisements to stand out and exert a strong influence on the eyes and minds of those who see them. Mr. Kittredge was recently called upon to design a large magazine advertisement for the Packard Motor Car Company, using as copy an advertisement that had already been prepared. This original advertisement is reproduced herewith above the title Fig. 1. Like all good designers, Mr. Kittredge first studied his copy, and since, in this instance, it was already in type he had the advantage of being able to see, by reason of the picture it presented, the pitfalls into which its designer had fallen.

In a broad sense there are two faults in this example when we consider that an advertisement must first command attention and then look to be, and prove to be, easy to read. No offense is given the eye by this advertisement, it is thoroughly



FIG. 1.

pleasing from an esthetic standpoint and is not to be called wholly bad in general. We have seen many worse examples of advertising composition. Harmony is good because one style of type is used throughout and the fact that the illustra-

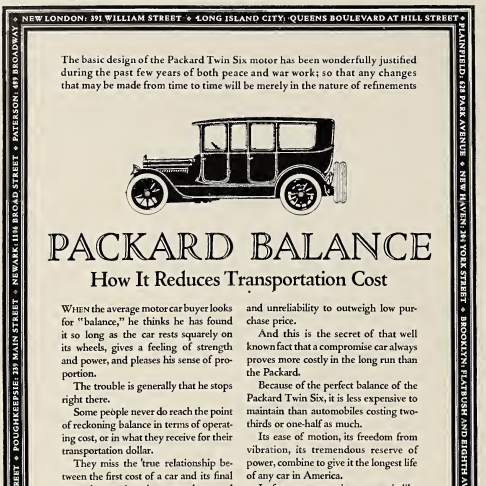


Fig. 2.

like thousands of other advertisements — it does not offend, but it has no points of distinction to make it stand out. While pleasing to the eye, nevertheless it fails in that first analysis of type display, that is, its effectiveness in getting proper attention. The second fault is, of course, more or less minimized in this particular instance by the nature of the copy. If the heading should gain a hearing, those interested in an automobile of the Packard class are quite likely to read through. But that is not at all certain. Furthermore, we are considering physical features and not copy, and it must be admitted that many displays so handled would not have the advantage this one has in the alluring bait it holds out.

The appearance of considerable matter is given by the closeness of the type throughout, and also by the fact that the copy is not broken up into logical groups with a view to suggesting a minimum amount of reading matter.

Mr. Kittredge made two arrangements of the copy, both appealing for attention by widely different forces. In Fig. 2 character and distinction, change from the commonplace and ordinary, are given by the striking contrast of tone between the border and illustration and the type matter. Clever contrasting of tones, as in this instance, gives "pep" to type display, which is in addition to the stronger attracting force which black has over gray. This advertisement if placed alongside Fig. 1 in a newspaper would literally drown it. It would hold its own in any company, yet it does not offend, for the stronger notes are massed in two places — in border and illustration — and are not diffused over the page.

Next let us note how cleverly Mr. Kittredge has broken up the main display. "Packard Balance" in this advertisement has identity as a feature, whereas its treatment in Fig. 1 suggests that it is only a quality. People will talk of "Packard Balance" after seeing it emphasized as in Fig. 2, which is questionable following such treatment as in Fig. 1. It may at first be thought that emphasis is given this line at the expense of the second because it is much larger and because the second, which carries a very interesting point, is even smaller than in the first advertisement. Neither stands out as a feature in the heading of the first advertisement — both do in the second, and the smaller is more emphatic, though smaller, in the second advertisement for the simple reason that it is given a pleasing distinction from the first.

Fig. 2 looks easier to read than Fig. 1, as indeed it is, although the body is in the same point size. This is true because of the division of the text, matter which could logically stand apart from the argument of the advertisement being segregated.

The position of the illustration in Fig. 2 is better than in Fig. 1. It spots the eye at the main display, the words that will

tion is grayed down by the Ben Day process minimizes the bad effect of its placement at the bottom of the design, although, of course, it is still open to objection on that score. That point will be passed over, however, as it is not so much from the standpoint of beauty as of display effectiveness that we are to consider Mr. Kittredge's work.

Fig. 1 is of a type that does not quickly and surely grip the eye of a reader. This is largely due to the commonplace style of its arrangement, in fact to its general makeup. It is much

compel reading if anything can, and it maintains the advertisement in keeping with its theme by balancing it.

In the opinion of the writer Fig. 2 is open to objection on only a single score. The locations of the various branch stores, reversed in the border, are not clear, and it would necessitate some contortion, and perhaps eye strain, to find the particular one desired.

In the second of Mr. Kittredge's advertisements, Fig. 3, he has depended on altogether different devices for catching the eye. The contrast of tone, so striking in Fig. 2, is absent and, instead, we have as near perfect harmony of tone as one could expect from illustration, type and ornament in combination. His dependence for gaining attention is placed in this beauty of effect and the clever out of center balancing of the several parts. Occult balance is here developed to a high degree of perfection.

It is, however, in the extent to which it overcomes the second big objection to Fig. 1 that Fig. 3 scores highest. We doubt whether the same matter could be arranged in a way that would look to be, and be, easier to read than is here accomplished. This is true, first, because it is set in a lighter face of type than either of the other two. Caslon and other plain roman styles of like weight are easier to read than the same sizes of bolder types, even of the same family. It is also true, in a suggestive sense at least, because of the division and classification of parts to the end that the largest amount of copy in a single group — by which the extent of the text is judged — is reduced to a minimum with the size of type used.

The clever physical balance is a study in itself. The illustration at the right spots the eye, while the white space above the heading and the heading itself are assurance that the eye will not be held away from it. The paragraph in the panel is emphasized by its position and because it affords variety, yet it is properly subordinated to the text of the advertisement in size. The locations of the different branches are clearly set forth for quick and easy reference, yet these are also subordinated in size to the main text of the advertisement.

Probably Fig. 3 will not impress the eye as forcibly as Fig. 2, but certainly more than Fig. 1, as the picture it presents readily shows. It has an advantage over Fig. 2 in that it is perhaps more agreeable to the eye and will thereby hold it longer. Still another advantage is its exceptional legibility, and the fact that it looks extremely legible.

All things considered, the writer considers Fig. 3 the best, but that does not mean his readers should think likewise, for Fig. 2 has several fine points in its favor. Regardless of first impressions, or personal opinion of the value of the different points of distinction that make an advertisement stand out, any one will profit by close study of the three advertisements.

SAVING TIME RUNNING AROUND INITIAL LETTERS ON THE MACHINE.

In a printing plant where a certain publication is set each month a plan is followed that saves quite a bit of the machine men's time. The publication is a high school monthly, and all of the important articles lead off with initial letters. Some time ago — shortly after receiving the work — the entire alphabet of the initial letters was gone over and the various widths of the individual letters ascertained. A memorandum



FIG. 3.

of the results in this respect was later set in type and printed on a number of small cards. And now when the copy comes in each month a card is placed with it by the foreman of the machine department and handed to the operator selected to do the work. If two or more men are to do the composition a corresponding number of cards are used. However, in some cases the operators save one card from month to month, either fastening it somewhere about the machine or placing it out of the way behind the copyholder, thus economizing even on the small cost of the cards.

There are at least two excellent features about the use of the card: Time is saved the operator by rendering it unnecessary for him to measure the width of each initial as it appears in the job; and the hand type font is not required to run low because of many of its letters being out on the different composing machines.—*By John E. Allen.*

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

How to Secure Clean, Sharp Edges on Halftones.

A Massachusetts pressman writes: "Will you kindly inform me how to keep down the edges of halftones? I find that I can not secure as clean an edge as I should like."

Answer.— The printing of square finished halftones, with or without the line on edge, may be done without the harsh edge, by cutting the overlay just a trifle inside the outward margin of printing. This may be done without breaking the edge in the print. If too much is taken off the overlay it will readily show. A little experimenting will soon show you how close to the edge the cutting may be safely done. On vignette plates the cutting usually is carried considerably inside the outward margin as a fade away print is desired.

An Interesting and Valuable Booklet.

The Babcock Printing Press Manufacturing Company, New London, Connecticut, has issued a sixty page booklet describing the manner of erecting, adjusting and operating presses of their manufacture, but relating especially to the Optimus press. This booklet is filled with information of real value to all pressmen, whether they operate an Optimus press or not, as it contains vital information for the mechanic and pressman. The halftone and letterpress pages are printed on enamel stock with a cover in three colors on antique stock. As an example of information which should benefit all pressmen we will quote a paragraph: "When paper that is not thoroughly dried out is brought into a warm pressroom the edges will sometimes shrink, leaving the center of the paper 'buckled' or full. Fine register can not be had on such paper; neither should paper be brought from the outside cold and immediately printed. Nor can close register be expected when the paper is charged with electricity. There is now, however, a positive cure for the old time evil of electricity in paper, of which printers can avail themselves if they will." This booklet will be sent free, and those interested should write direct to the Babcock company.

Printing on Bond Paper.

An Arizona publisher submits several specimens of a letterhead printed in two colors. The accompanying letter reads: "Kindly tell us what is the matter with the red ink line of the enclosed letterhead sample. What could we have done without changing the impression screws and inserting a heavier pressboard. We had the same impression for both forms. The rollers were not soft, in fact, they were harder than those used on the black. If it is not the ink entirely, then what? We have no trouble finding a black ink for linen finish and other bonds, but often have trouble with the colored inks. Can we buy a colored bond ink, or, if not, what treatment can we give this ink to make it work better on linen finish bond paper? Can you recommend a book that will inform us thoroughly concerning inks?"

Answer.— You may improve both the black and the red impressions if the type is in good condition and is clean. A tympan of hard paper, not more than four sheets, and one pressboard should be sufficient. When the first impression is pulled, it should not be strong enough to indent the top sheet, otherwise your type has suffered or will suffer as a result. Begin with a light impression and add thin sheets of paper under the pressboard until a legible print is secured. Have pressboard just beneath the top sheet. Before you place the form on the press be certain that it is not sprung. You can tell by the sound given when planing down the form. A sprung form will invariably cause a slurred print as shown in both the black and the red forms. Order a bond red ink in one-half pound tubes, and keep the screw top on when not in use. This is the most economical way to order high priced inks. For bond or other hard paper you should use the best ink, and have rollers that are not too hard, and the rollers used should roll over the form and not slide. Wood bearers locked up next to the chase will insure the rotation of the rollers. The diameter of the rollers should equal the truck rolls. Tape the truck rollers with surgeon's or friction tape to equalize diameter, as the ink is deposited better from the surface of the roller than when the roller is too large. Aim never to use old type on bond paper. There is no book that tells you just how inks should be used. For cheap paper use a soft ink; for hard papers use stiff, high priced inks.

Improper Make Ready Spoils Job.

A Missouri publisher submits a specimen of commercial printing for a local bank which was unsatisfactory. His opinion was that the ink was at fault, whereas the fault lay principally in an incomplete make ready. Our suggestions, in part, were as follows:

We do not believe the fault of printing is altogether due to the ink, as the make ready is not complete. We are sending you a markout sheet showing how part of the work could be done. To make it more complete you should have an overlay of the plate with the shaded letters. This overlay should have all the shaded part cut away to soften the pressure, so that the heavy part of the design could print strong, as it should. The best way would be to have an overlay system installed. If you do not want to go to that expense, send us a printed impression of the plate with the shaded line, on a piece of smooth manila, and we will show you how to make an overlay which will give you good results in such work. On the back of the sheet you will find tympan layout described by lines which are intended to indicate the sheets of paper and pressboard to compose your tympan. First, you should have a top sheet of oiled manila; this should be smooth and hard. Under this should be a sheet of pressboard, zinc or aluminum, then about four sheets of thin manila or other smooth paper. Attached to the top sheet of these latter mentioned pieces should be the make ready described before, and the plate make ready or overlay. A make ready should give you all the necessary relief to press the black ink into the paper and obviate the spotted appearance showing in your proofs. The best ink you can secure would avail but little toward giving you satisfactory results if the make ready were incomplete.

JOHN SMITH'S BOOKKEEPING.*

NO. 8.— BY R. T. PORTE.

Accounts.

JEFFERSON BELL was a great power in his county, probably more so than he realized, but he never tried to profit from that power. He seemed content to sit in the background, in a way, and through the *Banner* have his say upon important political events. He would say what he thought with no regard for the financial consequences, yet remain loyal to his party in the end, and this made him an important factor, one to be taken into account. And what was true of him is true of thousands of other country editors to whom personal benefit is the last thing to be thought of, or was ten or more years ago. So on the night that a number of party leaders were in close consultation with Jefferson Bell over political matters, discussing issues and policies of the county, John Smith was busy at a much different task, and with him was the cashier of the bank.

This evening the conversation of the men drifted around to the condition in which they found the books of the *Banner* when Smith took over the business management, and the changes they had made in the methods of keeping accounts.

"It does seem strange," the cashier said, among other things, "that a man will become so wrapped up in trying to save his country and getting the right man to hold office that he will neglect his own business affairs."

"Can't do two things at the same time," Smith replied.

"Nonsense," the cashier sniffed, "why not? A man can serve his country all right and really do the country a favor by taking care of his own interests also."

On the following day Smith went into the bank and again brought up the matter of accounts.

"That old ledger of Bell's is almost worn out. It is dirty and torn, and we ought to have a new one. What kind should we get?"

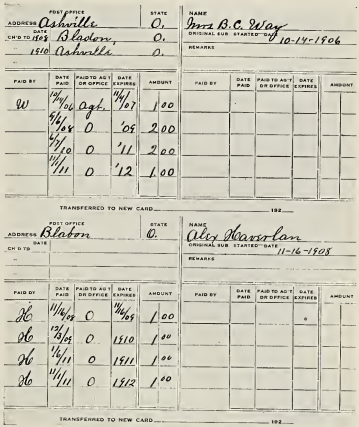
The cashier took down a catalogue of a stationery supply house and turned to the page where various kinds of binders, ledger sheets and other things of a similar character were shown.

"The kind of a ledger I would advise you to buy is a 2½ in. loose leaf binder like this illustration, the page size to be 9½ by 11⅞. This is the standard size, and the most convenient. One with a round back is preferable, although some say the flat back is better. You can suit yourself. The matter of ledger leaves is the most important, and I like this style myself. It is different from the old fashioned ledger leaf with 'debit' and 'credit' sides, and it provides for a 'balance' column, where the balance can always be kept."

"Guess that is about right," Smith said, "and I wish that you would send for one, and 250 sheets, and an index, too. You didn't say anything about one, but I see they are listed."

"This will fix you up with books, and you will only have to buy new cash journal sheets when you need them, and ledger sheets, too, although you may have to buy transfer binders for both of them — that will come later. I'll order these at once, and then when they come, we will start Mamie to posting the accounts from the journal to the ledger, and finally get a trial balance."

It was several days before the binder and the ledger sheets arrived, and meantime Smith was thinking about the method, or lack of method, of keeping track of subscription accounts. Some years ago Bell had bought a book for this purpose. It was a long narrow book, with slots in the thick leaves to carry slips of paper. The names of the subscribers were written on these slips, and one or more leaves were devoted to each of the different post offices. When a subscriber changed his address the slip was removed to another page, and when a subscriber paid for his subscription the matter was recorded on the slip. Even this was in a deplorable state, as a mailer had been installed in the plant and the entire subscription list set in type. Attempts had been made to keep up both of them, but in a large number of instances neither was accurate, and sometimes the slips would show that a subscription had been paid, while the type in the mailing list did not show it, and


POST OFFICE Asheville STATE O.
ADDRESS
CH'D TO 1515 Bladon, O.
1510 Asheville O.
NAME Mrs B.C. Way
ORIGINAL SUB STARTED 10-14-1906
REMARKS

PAID BY	DATE PAID	PAID TO AG'T OR OFFICE	DATE EXPIRES	AMOUNT
W	12/14/06	Agt.	11/1/07	1 00
	9/6/08	O	'09	2 00
	6/5/10	O	'11	2 00
	11/1/11	O	'12	1 00

TRANSFERRED TO NEW CARD ____ 192__

POST OFFICE Bladon STATE O.
ADDRESS
DATE
CH'D TO
NAME Alex Hawsolan
ORIGINAL SUB STARTED 11-16-1908
REMARKS

PAID BY	DATE PAID	PAID TO AG'T OR OFFICE	DATE EXPIRES	AMOUNT
H	11/14/08	O	11/1/09	1 00
H	12/1/09	O	1510	1 00
H	11/1/11	O	1511	1 00
H	11/1/11	O	1512	1 00

TRANSFERRED TO NEW CARD ____ 192__

Two Index Cards for Keeping Record of Subscriptions.

then the reverse. In case of a dispute with a subscriber the only safe way, apparently, was to take the subscriber's word for it.

To John Smith's orderly mind this was something that must be changed. If the keeping of accounts with advertisers was important, why not with subscribers, even if there were a large number of them.

For Smith to think about a thing meant that in the end he would do something. So it was with the subscription account. He spent one evening going over the old subscription book and figuring on sheets of paper. Finally he smiled with satisfaction. The next day he printed some index cards, bought a couple of 3 by 5 inch index files which the cashier had but did not use, and then he and Mamie started checking over the mailing list with the old subscription book and began filling in the cards. The cashier came down a couple of evenings and helped with the work, and finally it was completed, the galley corrections made, and a complete index of the subscribers brought up to date.

The cashier made a valuable suggestion which was immediately acted upon:

"Why don't you put the index cards in the boxes according to months," he said. "Then you will have a record of when the subscriptions expire. The galley proofs will give you the date of expiration, and by turning to that month you can get

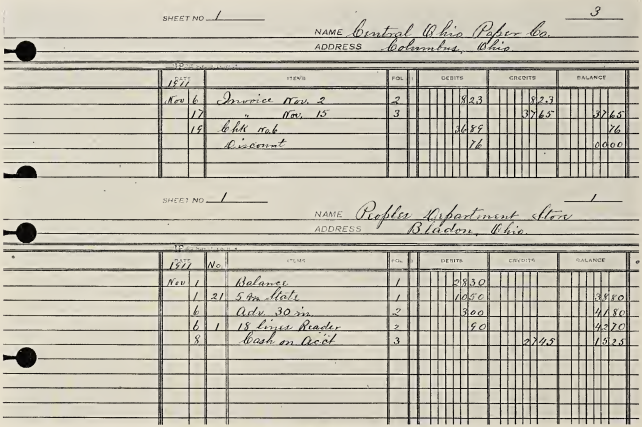
*NOTE.— This is the eighth of a series of twelve stories of John Smith, printer and publisher, and his methods of keeping accounts. Copyright, 1920, by R. T. Porte.

the card. On the other hand, by having the cards according to months, Mamie can take these cards the first of each month, make out the bills and send them out. As the subscribers pay up, the cards can be advanced a year ahead under a new index, and you do not need to refer to them unless it becomes necessary to make a change of address. The delinquent accounts will be shown up in the old index guides, and will be a reminder that you ought to get the money."

"Not a bad idea," Smith said, "and we will do it. And by having them in this way it will make it necessary for us to keep both the galley lists and the card lists right up to the minute."

"Why not print the galley address on the back of the card?" Mamie asked. "It seems to me that it would help a great deal in keeping the lists accurate."

Besides the accounts that showed how much money was owed the firm of Bell & Smith, accounts had been opened with the wholesale paper houses from which they bought goods, and now each invoice was not only entered on the cash journal, but also against each separate account, so that they could tell at any time just how much money they owed, also just how much they owed any certain firm; and at the end of the year they could see how much they had bought from any one concern. When the statements came in at the end of the month they could be checked with the account as shown by their ledger, and if correct, why, all right, they could be paid; if not, the matter could be looked into. Being few in number, these accounts, which she called "accounts payable," were not indexed, but were put under the index in the back of the book, so as to keep them separate from the "accounts receivable."


SHEET NO. 1

NAME Central Ohio Paper Co.

ADDRESS Columbus, Ohio

1911		ITEMS	FOL.	DEBITS	CREDITS	BALANCE
Nov	6	Invoice Nov. 2	2	8 23	8 23	
	17	" Nov. 15	3	32 65	32 65	
	18	Bbk rab		1 89		1 76
		Discount		76		0000

SHEET NO. 1

NAME People's Department Store

ADDRESS Bladon, Ohio

1911		No.	ITEMS	FOL.	DEBITS	CREDITS	BALANCE
Nov	1		Balance	1	2 53 30		
	1	21	5 in Mate	1	10 50		39 80
	6		Adv. 30 in.	2	3 00		41 80
	6	1	18 Liner Reader	2	90		42 70
	8		Cash on Acct	3		27 45	15 25

Two Ledger Sheets, Showing Method of Entering Accounts.

"And something else for John to do," put in Smith. "I don't think much of the idea, but may be it wouldn't be a bad thing to do, though it is not vitally important."

The following day the binder and the ledger sheets arrived, and Mamie started to post the ledger. Jefferson Bell was a much interested spectator of this new act, and examined the binder after the ledger leaves had been inserted between the index.

It again fell to Mamie's lot to tell Bell all about the latest new "wonder," as he insisted on calling it. Mamie carefully explained the advantages of the loose leaf system over the old bound ledger which Bell had used. She told how easy it was to look up an account; how, when the pages were filled, they could be taken out and put in a transfer binder, and new accounts opened up under the right index without disturbing the other accounts, and many other advantages.

Then she showed Bell how they were taking the old balances of the "accounts receivable," as found the first of the month and putting these amounts under each separate account, giving a full sheet to each account, then from the cash journal posting each entry to the accounts in the ledger, carrying forward the balances as the entries were made, so that the balance could be ascertained in a moment.

Jefferson Bell looked with much interest at the two pages of the People's Department Store and the Central Ohio Paper Company. He noticed that a special column had been ruled on the sheet for the department store with "No." written in, and in answer to his inquiry as to what that was for, Mamie carefully explained that it was for the purpose of putting in the number of the job or the advertisement so that reference could be made to it at once if any question came up. Putting in the number of the job made the thing more complete. The column headed "Fol." was meant to contain the number of the cash journal page from which the entry was made.

Jefferson Bell examined each carefully, then went back to his desk. "Well, friend of many years," he said, taking up his old pen holder, ink smeared and worn, "they have still left you with me, and as you have succeeded the goose quill of years ago, no doubt they will put something in your place, but as long as I have writing to do, you will remain with me."

Turning to a newspaper he glanced at an advertisement for a new kind of a typewriter that could be carried around, and which was described as just the thing for writers, editors, etc.

That was too much for Jefferson Bell, so he took his hat and went out into the fresh air and down Main street.

BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

New Book on Printing—"Modern Type Display."

A manual in the execution of fine typography that is itself an example of excellent craftsmanship, a book that will be treasured by lovers and doers of good printing as much for its beauty as a book as for the authoritative text which it contains, is now available to compositors and advertising layout men.

The new book, "Modern Type Display," is by J. L. Frazier, for six years associate editor of THE INLAND PRINTER, formerly chief instructor of the I. T. U. Course of Instruction in Printing, now advertising manager of The Seng Company, Chicago, but also a contributor to THE INLAND PRINTER, as editor of the Job Composition and Specimen Review Departments.

Mr. Frazier undertook the preparation of this book into which he has put his best effort, in response to repeated suggestions from readers of THE INLAND PRINTER and those who have heard his lectures on typography. The often expressed desire for a book which would not be "over the heads" of average readers, but which would lead easily and clearly from the simpler problems in typographical display to the more difficult, has plainly influenced Mr. Frazier in the preparation of "Modern Type Display."

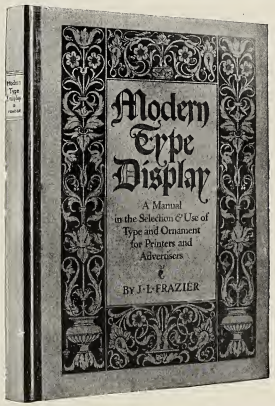
"Type display to be successful," the author states in his foreword, "must attract and interpret," that is, command attention and express itself clearly and forcibly. The entire text is devoted to a logical and scientific, yet simple and readable, development of the study of typography in relation to these two broad and important phases.

Chapter headings which give an insight into the contents are as follows: "Fundamentals of Display," "Contrast," "Subordination and Emphasis," "White Space and Margins," "Type Styles in Display," "Capitals, Lower Case and Italics," "Interpretative Display; a Summary," "Rules in Type Display," "Shape Harmony," "Tone Harmony and Contrast," "Decorative Borders," "Initial Letters," "The Use of Ornament," "Proportion," "Symmetry and Balance," and "Contour." Woven into these chapters many other important subjects are covered.

Following the eighty-odd large 9¼ by 12 inch pages of text is an appendix of thirty pages containing numerous specimens of fine printing by many leading typographers. These are in colors, as are a number in the section devoted to text, and many are in full size. These have been selected by Mr. Frazier from the thousands he has examined. In all there are more than two hundred illustrations in the book, for the most part samples of fine printing in one and two colors.

Physically the book is unusually handsome. Substantially bound in boards, covered on the sides with a beautiful deep brown stock of fine quality and over the back with cloth, it presents a fine appearance as our illustration shows. The cover design is printed in two colors, as is also the label on the back. Excellent stock is used throughout and the printing by The Henry O. Shepard Company is of the best quality.

The book is not a ponderous one, but the 120 pages, the text of which is in no larger type than necessary for legibility, is crammed full of meaty information for ambitious students of



New Book on Display Typography.

printing and advertising, and it is in every sense a de luxe volume. The edition is not large, hence it will pay those desiring copies to get their orders in early.

"Modern Type Display," by J. L. Frazier. Price, $5, postage and packing 25 cents extra. Order from The Inland Printer Company, 632 Sherman street, Chicago.

"Der Deutsche Buchdruckerverein."

We have been favored with a copy of a "jubilee volume" issued by the German Master Printers' Association, under the above title. It was published to celebrate the fiftieth anniversary of the founding of the organization, on August 15, 1869. The volume was compiled by Alfred Heller, of Munich, and the printing was done by the house of J. J. Weber, at Leipsic. It presents a history of the Deutsche Buchdruckerverein from its start down to the present day, and is illustrated by pictures of its various officials and leaders and views of different Leipsic institutions. The form is a large quarto, and the matter is printed on white heavy antique paper. The type face is a very handsome one, very easy to read, and may

be described as an attempt to Romanize the German or Fraktur style. The illustrations are printed in a brownish black, on an undertone plate of very light brown, presenting an artistic combination. The pages have large margins, and on the whole the volume may be classed among art books, and is entitled to a prominent place in the collections of those who love books for their getup and appearance.

"Effective House-Organs."

One of the best works on house-organs that has been published in recent years is the book entitled "Effective House-Organs," by Robert E. Ramsay. Both from the technical side and from an editorial standpoint of the subject, the work is practical and timely. Through his wide experience as a house-organ editor, as editor of *Advertising and Selling*, and through his extensive correspondence as chairman of the Division of House-Organ Editors of the Associated Advertising Clubs of the World, Mr. Ramsay is eminently qualified to speak with authority.

Part 1 is devoted to the principles of house-organ editing. Under the heading, "Historical," we note that the house-organ idea dates from the time of Franklin, when he issued his *Poor Richard's Almanac*. Many have developed into general magazines of national circulation. Notable among these may be named *Printer's Ink* and *System*.

As to the physical makeup the author divides house-organs into six main classes: (1) blotters; (2) envelope enclosures; (3) booklets; (4) newspapers; (5) magazines; (6) novelties, which may be either in form of cutouts or makeup of binding. From the standpoint of editorial content he names four general classes: (1) salesmen's or agents' house-organs; (2) dealers' house-organs; (3) employees', or internal, house-organs; (4) consumers', or users', house-organs. A full explanation of the various classifications is given.

In the chapter entitled "The Plan," the author lays special stress on the importance of a definite plan as to policy, purpose, and the editor, before publication. Just as no advertising campaign can be successful without a plan, so no house-organ can meet with the success it should have unless it is planned before it is started.

After discussing the plan, the author takes up the preliminaries, which are a natural outgrowth of a carefully planned publication. Five important things to be considered are: (1) name; (2) size; (3) frequency of issue; (4) cover, if there is to be one; (5) style. While it is true, as the author states, that all of them can be, and some of them must be, changed, as the publication progresses, these five important things should be given careful consideration before the first number is issued. Another chapter is devoted to the gathering and use of data.

Printers who are interested in house-organs, either as publishers or simply as producers, will find much of value in the chapters on "The Makeup" and "The Mechanical Details." Such elements as color, typography, illustrations, stock for cover and inside, publication and closing dates, preparation of copy, layout, dummy, proofreading, overruns, and problems of distribution are taken up and discussed at length.

Part 2 deals with the application of the principles set forth in Part 1 — in other words the "how and why" of successful house-organs. The results of various successful house-organs, designed to reach nearly all types of readers, are set down as examples to other editors and publishers.

We quote from the chapter "How Printers, Engravers, Papermakers, and Allied Crafts Have Used House-Organs Successfully": "If there is any one field of business that should use house-organs regularly, it is the printing field. A résumé of the field shows that very few of them are using the vehicle regularly. In fact, printers are generally admitted to be about the poorest class of advertisers of their own ability that there are in business the world over. The reason that so many printers do not make a success of even continuing the publication of their house-organ is that they only issue it when they need work, and then as they get work they put aside their own publication, and, as a consequence, they lose continuity, which is especially fatal in the field of personal publications."

Part 3 contains considerable reference data on the subject, designed to be of use to editors and others contemplating the production of house-organs. The utility of the work is further enhanced by over forty full page plates, illustrating a larger number of actual examples of house-organs.

"Effective House-Organs," by Robert E. Ramsay. Published by D. Appleton & Co., 29 West Thirty-second street, New York city. Price, $3.50.

"Printing Trades Blue Book—Illinois Edition—1920."

The eleventh annual Illinois edition of the Printing Trades Blue Book has recently been issued by the publishers, A. F. Lewis & Co. The largest of three directories published by this firm, this edition contains over five hundred pages, conveniently divided into two main sections, namely, a general directory of printing firms and printers' supply houses, and a classified directory, both thumb indexed for ready reference. In the general directory the Chicago addresses take up over three hundred pages, the down state printers and allied firms being in a separate section. A water mark directory and considerable trade information are included in the volume.

"Printing Trades Blue Book — Illinois Edition — 1920," compiled by A. F. Lewis. Published by A. F. Lewis & Co., 608 South Dearborn street, Chicago, Illinois.

"New Geography — Book One."

We have recently received a copy of "New Geography — Book One," written by the veteran geographer, Alexis Everett Frye. The new edition of this book includes considerable new matter not in previous editions, as well as after the war maps and several full page illustrations in colors. It is an interesting book of over two hundred and fifty pages and one that will be prized by students of geography.

"New Geography — Book One," by Alexis Everett Frye. Published by Ginn and Company, 15 Ashburton Place, Boston, Massachusetts.

SOLUTION OF THE PRINTERS' PUZZLE.

The following rearrangement of the squares gives the solution of the "magic square" problem published in our June issue. We trust that many of our readers were able to work out the proper rearrangement

G 230	U 231	T 243	E 242	N 249	B 260
E 259	R 232	G 247	P 241	R 250	I 226
N 258	T 252	E 239	D 245	H 233	I 228
S 227	F 251	O 240	R 246	T 234	Y 257
T 256	W 235	O 238	L 244	I 253	N 229
E 225	B 254	I 248	B 237	L 236	E 255

Some Unusual Specimens *of* Bank Advertising

THE advertisements on the following three pages show a novel and effective use of the halftone, and also demonstrate the value of co-operative advertising. Even though no special emphasis is placed upon the bank's facilities, advertising of this character, in which important features of the city are emphasized, naturally draws attention to the bank and gives it highly favorable publicity. They are shown through the courtesy of K. Leroy Hamman, advertising service, Oakland, California.

August, 1920

THE INLAND PRINTER

CHICAGO



SUNSET over the Golden Gate as viewed from the Berkeley Hills is a never-to-be-forgotten sight.

But Berkeley offers other things besides sunsets and Universities. Its manufactured products range from airplanes to organs.

FIRST NATIONAL BANK
of Berkeley, California



The Greek Theatre
University of California

BERKELEY is often called the Educational center of the west—the home of the second largest University in the country.

The educational environment created by this institution has a marked influence on the workers in Berkeley's large industrial plants.

FIRST NATIONAL BANK
of Berkeley, California



A picturesque residence
in Thousand Oaks

BERKELEY is primarily a city of beautiful homes and efficient schools.

Yet, many of the Pacific Coast's largest industries are located on the four and one half miles of waterfront.

FIRST NATIONAL BANK
of Berkeley, California



Bleachers, Athletic Field
University of California

BERKELEY is widely known as a city of culture and learning.

The energy of youth is manifest in its great industrial activity as well as educational progress. *Visit Berkeley.*

FIRST NATIONAL BANK
of Berkeley, California

The University of California
Library



THIS LIBRARY efficiently serves the 8,600 students enrolled in the second largest co-educational institution in the United States.

Berkeley's many manufacturing plants give unusual business stability to this educational center.

FIRST NATIONAL BANK
of Berkeley, California

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Photographic Emulsions.

The Photo-Miniature just issued, number 179, tells in a concise manner the principles and practice of gelatin emulsion making for all purposes. Among others is an emulsion for process plates. This little book is a valuable addition to a photoengraver's library. It costs but 40 cents and can be had from a photographers' supply store or from Tennant & Ward, 103 Park avenue, New York city.

Leave It to the Engraver.

W. Livingston Larned, in an article in *Printer's Ink* on "Graying Down the Background," advises that the engraver be consulted more frequently than at present. Among other things he says: "Many artists prefer to leave the high lighting and graying to the engraver. Mechanically he can give an absolutely even tint, while distemper color on the drawing is often deceptive and disappointing. It is a too common belief that 'Ben Day' means only a black shading, either put on the original drawing or on the plate. The idea and result can be exactly reversed. In other words Ben Day tints can be made to lighten blacks. A pattern is virtually cut into the black, lightening it proportionately and regulated only by the type of pattern selected. You may send a circle of solid black, inked in, to the engraver, and he can give you plates of many wonderful, different types. One will secure its gray effects through dots, another with lines, another with cross hatching, etc. We advise giving the engraver an opportunity to act as a helpful, friendly coworker where odd effects are needed and are desirable. It is not until you look through his eyes that you begin to see the remarkable progress made in recent years."

Photoplanography by Photoengraver.

"Photoengraver," Philadelphia, writes: "I have been helping out a neighboring lithographer by photographing drawings on his zinc plates grained for offset printing. I use the regular sensitized albumen solution, coating and whirling the plates fastened to a board by thumb tacks. I roll up with etching ink, develop under the tap with cotton and then turn the zinc sheet over to him wet and he manipulates it to suit himself. If the grained zinc plate is to be used on the offset press I don't have to strip and turn the negative, while if he is going to print from the zinc direct the negative must be turned as in photoengraving. Is there any better way of doing this work?"

Answer.— When copy is to be reduced or enlarged, printing on the zinc from a negative as you do is as good as any, the proof being that your lithographer is satisfied with the results. When a form of type and line engravings is to be printed on the offset press, a good plan is to carefully pull proofs in "Positive Black" ink on Fidelity onion skin paper made by the Esleeck Manufacturing Company, of Turners Falls, Massachusetts. While the printing ink is still fresh, dust it with fine bronze powder or fine lampblack. Sensitize the offset grained zinc with enamel solution instead of albumen, and print on the zinc from this onion skin positive. Develop under the tap, aided by wet cotton, so as to get rid of scum. When the negative print on the zinc is dry, roll up and rub into the zinc softened etching ink. Then put the zinc in a weak potash solution until the glue is softened and comes away, leaving the greasy ink image in direct contact with the grain of the zinc without an underlying film of albumen, as is the case when printing from a negative as you are now doing. When properly done this is considered the better way to do "photoplanography," as it is properly called.

Three Color Ink in Practice and in Theory.

The difference between long practical experience and laboratory theory is well illustrated in recommendations as to the proper printing inks for three color process plates. William J. Wilkinson's report on this subject adopted by the photoengravers and color printers in convention says: "We should select for the yellow a color which contains no red — or as little of it as possible. The red should contain no yellow, or otherwise it will be difficult to produce pinks and purples. The blue should be free of red, as nearly as possible." Now read in the June *Printing Art* A. J. Newton's views on the same subject: "A red must be reproduced by printing full strength magenta inks. Now the yellow ink allows some of the blue to be reflected, and the magenta allows so much of the yellow and yellow green to be reflected that the result will be a grayish orange rather than a true red. Yellow will be reproduced by the yellow ink alone. This will be fairly satisfactory, except that there is some degradation due to the absorption of red and yellow and the reflection of some blue, these effects making the color somewhat grayer than it should be. A pure blue will be reproduced by full strength blue and full strength magenta, but this must be degraded, because neither of the pigments reflects all the blue as it should." Three color printers as well as the writer would like to see the "pure blue" result Mr. Newton can get by combining a full strength blue and a full strength magenta.

Engraving Brass and Copper Name Plates.

The engraving of small copper name plates for machines has become quite a business in itself, and it would hardly pay photoengravers to undertake it unless they are fitted up to print and etch these plates in large quantities. Frequently the question has been asked in this department as to the best procedure in the making of a brass sign for the door or letter box. All engravers understand the making of a negative of the design or lettering to be engraved, printing it on the sheet of polished and sensitized brass, and also the deep etching, but it is the filling in of the etched plate that gives trouble. Asphalt varnish is usually used for filling in the black, and while

it is still liquid a squeegee is drawn over the surface of the metal, which removes the asphalt. When filling in a brass sign, sealing wax of different colors can be used to get beautiful effects. The etched brass plate is heated evenly and, while warm enough to melt sealing wax, the stick of, say, red wax is rubbed into the etched parts of the metal. Green and black sealing wax can also be used effectively. Should some of the wax get on the surface it can be removed easily with engravers' charcoal after the metal is cool. This also polishes the surface of the brass, which should then be flowed over with a good shellac or other transparent varnish so as to prevent the brass from tarnishing by action of the weather. If the sign becomes tarnished it can be taken down, repolished with charcoal and revarnished.

An Excellent Ground Glass Varnish.

Alfred J. Jarman gives in *The Photo-Miniature*, number 179, a formula for a ground glass varnish which is superior to any the writer has seen. In a stoneware mortar he grinds 120 grains of oxid of zinc in 3 fluid ounces of amyl acetate, and to this he adds 4 fluid ounces of amyl acetate collodion. This is filtered through cotton into a clean glass bottle. To make a ground glass, just flow this varnish over a clean glass plate, as you would collodion, and you have at once a perfect substitute for ground glass which is also waterproof.

Prices of Photoengravers' Necessities 1914-1920.

	May, 1914	May, 1920
Acetic acid, 28%, carboys, per lb.	$0.03	$0.05
Alcohol (denatured), per gal.	.50	1.30
Ammonium bichromate, per lb.	.60	1.30
Ammonium iodid, per lb.	4.10	5.75
Cadmium bromid, per lb.	1.15	3.25
Castor oil (5 lb. lots), per lb.	.18	.40
Chromic acid, 85%, per lb.	.60	2.15
Collodion base (5 gals.), per gal.	1.60	2.75
Collodion, stripping (5 gals.), per gal.	1.15	1.80
Copper, sheets, 22 by 28, 16 gage, per sheet.	5.24	6.97
Copper sulphate, crystals (100 lb. lots), lb.	.06½	10
Corrosive sublimate (5 lb. lots), per lb.	.80	1.95
Dragon's blood, best, per lb.	1.00	2.00
Iodin resublimed, per lb.	3.85	5.10
Iron sulphate, crystals (100 lb. lots), lb.	.03¾	.06½
Nitric acid, 38%, carboys, per lb.	.05	.09½
Potassium bichromate, crystals, per lb.	.15	.85
Potassium iodid, crystals, per lb.	3.20	4.05
Silver nitrate, per lb.	6.30	11.50
Sodium cyanid (10 lb. lots), per lb.	.23	.50
Sodium sulphid (5 lb. lots), per lb.	.25	.60
Zinc, sheets 22 by 28, 16 gage, per sheet.	1.33	2.33

Calcium Chlorid in Collodion.

"Old Timer," Chicago, writes: "First, I want to thank you for the information I have gotten from you all the years I have been regularly reading the Process Engraving department in The Inland Printer. The ammonium cadmium collodion formulas I use I got from your pages. I also use a little calcium chlorid on your recommendation. We have a new halftone man here from Canada and he brings a new idea in the way of lithium chlorid. Is there any advantage in lithium? What is the use of a chlorid in a collodion anyway?"

Answer.— The writer has been slow to recommend chlorid salts in a collodion for the reason that in his experience they seem to contaminate the silver bath sooner than when only iodids and bromids are used. Lithium chlorid is not likely to possess any advantage over calcium chlorid, and besides the lithium is exceedingly expensive by comparison. The object of the calcium chlorid in the collodion, as I understand it, is this: Calcium chlorid has a most powerful affinity for water, so that it keeps the collodion from drying as rapidly as it would without calcium salt. It also makes the collodion more porous apparently, so that the silver iodid and the silver bromid are formed in the collodion film more rapidly when the collodionized plate is dipped in the silver bath. For the same reason the calcium may permit the developer to penetrate slightly into the collodion film. At any rate the slight addition of calcium chlorid prevents the wet plate from drying rapidly in the camera, and if that is so it is sufficient reason for its use.

THE PROFIT IN PRINTING.

"The printing business is operated for but one purpose — to produce a profit." That motto should be set in 72 point, bold face, printed in red and framed conspicuously near the desk of every print shop executive. He should look on it every time he makes a bid — every time he purchases new equipment — every time he does anything which affects the profit producing ability of his plant.

It does not matter how many floors a plant occupies, how many men it employs, or how much four color process printing it does for national advertisers — that plant is not a success unless it pays its executives a salary as good as or better than they could get elsewhere and returns, in addition to that, a good profit on the money invested.

On the other hand, a shop may be equipped with only one Gordon press and a case of type, its business may consist of printing cheap time cards or pay envelopes — still if it pays the owner a good wage and a reasonable profit on his investment it is a successful business.

JOHN H. BENNETT'S INVENTIONS IN HALFTONE PHOTOGRAPHY.

Camera work has been reduced to an exact science in the production of halftone and line engravings in the plant of the Sierra Art and Engraving Company, 343 Front street, San Francisco, California. This result has been secured by the studies and research work of John H. Bennett, who is in charge of the photographic department of this concern, which has long had an enviable reputation for the high class color and other plates turned out by it. Mr. Bennett's inventions have resulted not only in the production of a higher quality of negatives, but in a material reduction in cost, and a uniformity of product impossible without his devices. The increase in output is said to be easily one hundred per cent, and losses have been reduced to the vanishing point, as each step is governed by optical and mechanical formulas, calculated to the finest degree of accuracy and tabulated, leaving nothing to memory, skill or chance.

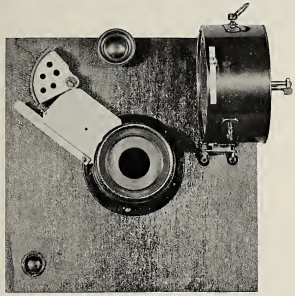
Mr. Bennett has discarded the various shaped stops universally used by halftone photographers, and relies entirely upon the iris diaphragm for variations of apertures.

He has prepared a tabulated schedule of screen distances, which eliminates calculations, guesswork or experimentation in setting the screen, whatever the number of lines may be per inch.

Another device employed by Mr. Bennett is a screen inserted in front of the plateholder in the camera, by means of which he is enabled to photograph on the same plate several objects in varying degrees of reduction or enlargement, thus utilizing every square inch of the surface of the plate and reducing to the minimum the handling of negatives and amount of chemicals required.

One of his many useful inventions is an indicator which is mounted on the camera stand, and attached to the bellows of the camera by means of a cable, a pointer on the dial indicating, as the camera is focused, just where to place the camera to make "same size" plates, or any desired reduction or enlargement of original. It also shows exactly what size of opening of the iris diaphragm is necessary to admit the proper amount of light for the best possible results.

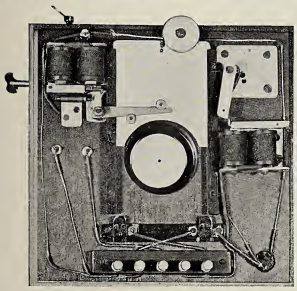
His most important invention is an electrically controlled apparatus which automatically performs the various steps in the process of halftone photography and yields a uniformity of negatives unknown where the human equation enters into the calculation. The camera man has merely to set the hand of a clock mechanism and switch on the lights and he can then go about other duties without giving the device another



Front View of Lens, Showing Flash Stop Removing Mechanism.

thought. At the predetermined instant (usually after 1½ minutes of exposure) the flash screen (now employed by all up to date operators) is automatically removed and the flash stop withdrawn from the lens, and then, after the predetermined interval of exposure has elapsed, the shutter is automatically closed and the lights extinguished.

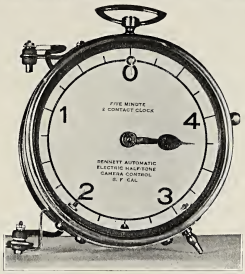
In carrying out this invention, Mr. Bennett has designed a special five minute clock, around the dial of which a single



Rear View of Lens, Showing Operating Mechanism.

hand travels once in five minutes. There is one fixed contact point at the zero, or 5 minute mark, and one adjustable contact point, which can be moved to any desired position around the clock dial. These two contact points are electrically connected to separate electromagnets, which control the various operations of the camera as the hand on the clock touches the contacts and closes the circuits, the clock being mounted on the outside of the front board of the camera.

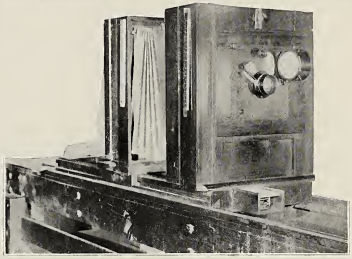
Inside the camera and mounted on the front board thereof are two small electromagnets, one of which, when energized, causes the withdrawal of the flash stop, and the other, when



Five Minute Clock.

energized, causes the closing of the lens shutter. There is an electromagnet mounted on the wall and also a special circuit breaker, the former used to withdraw the flash screen from before the object being photographed, and the latter to extinguish the lights after completion of the exposure.

The operation of the device is as follows: The flash sheet having been drawn down into place and the flash stop inserted



Indicator Mounted on Camera Stand, to Show Where to Place Camera, Also Opening of Diaphragm Necessary.

in the lens, the hand of the clock is turned to say 4½ and the adjustable contact set at 3. This would give 1½ minutes for the flash and 3 minutes of exposure, the usual practice, the hand rotating in the regular clockwise direction. The lens shutter is now raised and the lights switched on. When the hand of the clock reaches the contact piece set at 3, a circuit is established through the electromagnet on the wall, which releases a weight and raises the flash sheet. The weight closes a circuit through the electromagnet behind the front board on the camera, and this withdraws the flash stop. When the hand reaches the zero mark it makes contact with the fixed contact point and closes a circuit through the other electromagnet inside the camera, causing the lens shutter to drop. The shutter in closing completes a circuit through an electromagnet, which breaks the circuit of the arc lamps, extinguishing the lights. It is an exceedingly simple apparatus, and very reliable in operation.

A NEW FIELD FOR PRINTERS.

BY WARD WILLIAMS.

THE editor of *The Commercial Artist*, the organ of the Commercial Artists' Association of the Bay Cities, San Francisco, California, decries the tendency of artists to go begging for work when business begins to drop off. Here is an extract from his editorial: "There seems to be a beaten path that artists take when things are slack and they are out after a job; this path takes them to certain advertising firms, publishing houses and the different engraving houses, all of whom are buyers of artwork. Logically enough it would seem that these are just the firms to solicit, but they are not. In the first place, the buyers of artwork in these firms are experienced men, they have an idea of just which artist they want to do certain kinds of work. When they have work they know just where to place it — that's their business. Now, for numbers of artists to solicit them gives them the impression that business is bad and ready for a cut in price; this is a natural conclusion."

This editorial might well have been addressed to printers, for they are often guilty of similar lack of good business judgment when work is slack. Like some artists, they start making the rounds of their customers to inquire if any printing is needed — virtually begging for something to keep their plants busy. After several printers have made calls of this kind, the impression the business man receives is that the printing business is falling off and the poor printers must take anything they can get to keep their plants in existence. Right here is where the average buyer of printing tries to take advantage of the printer, and begins to make overtures for a cut in price. Sometimes he gets it — much to the discredit of the person who takes the work. Nor is the man who takes the job the only one who suffers, since this action on his part has a tendency to make all of his business associates appear suspicious.

As the editor of *The Commercial Artist* suggests for the artists, how much better for the printer if, instead of bothering his regular customers whom he knows to be well supplied with printed matter, he would make out a list of firms which have never been on his books, fix up several rough ideas and submit them. If the ideas are sold, the printer has gained some new customers who will be steady buyers if treated right, and the printing industry has not suffered a loss of dignity from some price cutter or beggar. The editor of that publication believes that the field is big and that the chance to show salesmanship and faith in what the artist has to sell is unlimited.

A good idea for printers who want to break away from the usual run of work is suggested by a writer for *Sales Management*, in an article entitled "The Use of Special Letterheads for Salesmen." He states that "while special letterheads have been in use for some time by the larger concerns, mainly as a matter of economy, it is only recently that the sales stimulating value of the special letterhead has dawned on the sales manager." Several letterheads are described in the article.

Here is a field for the printer who is willing to leave the beaten path of work. While it may take a little more time to arrange a special letterhead, there is more money in it for the printer, and several sales managers have testified that this plan has paid big dividends for them. Obviously, the printer with a proposition so favorable to his customer will not have to lower his dignity as a business man to put the sale across.

One letterhead of this kind has been used by an Indianapolis firm to sustain interest in special contests. A different contest is run every month, a new letterhead being designed for each event. The letterheads are generally printed in colors, a different color combination being used each month. A reproduction of the May letterhead is shown in connection with this article. The other reproduction shows a special letterhead used by a firm on the Pacific coast. This concern has an appropriate cartoon with a general "trade-up" tone on the letterhead. The author of the article continues:

Still another plan is used by a firm in Cincinnati. This concern has a stock salesman's letterhead printed, with a set of outline stars down the margin, the names of the most successful salesmen being multigraphed in the stars every month.

This same idea has been carried even farther by an advertising company, which at one time had special lithographed letterheads prepared every month, with the actual likenesses of winning sales-



Two Special Letterheads for Salesmen, Suggesting a New Field for Printers. Reproduced from *Sales Management*.

men grouped on the letterhead in colors. These letterheads were used by the company on all its correspondence, so that as a result of making his quota a salesman not only won a substantial cash prize, but he received a good deal of favorable publicity besides. A similar idea has been worked out by a large Chicago firm which uses, for general business purposes, a letterhead on which a line of the company's salesmen are shown coming toward the reader, each salesman carrying a small hand machine which he sells.

By imprinting some special message to salesmen on the regular letterheads it is possible to concentrate attention on some product that the management wishes pushed. A sales manager for one of the large packers relates that he increased the total sales of a branch forty per cent in one year by this simple expedient. He put on a special drive for a new product every week, and by offering a worth while prize got the men interested. During the year, he covered about fifty profitable specialties in this way, with the result that at the end of a year the men had a first hand speaking acquaintance with a number of items which otherwise they would not have known how to sell. During the week he had special letterheads printed with an illustration of the product in the lower part, and opposite it a box in which he multigraphed daily "ginger" messages about the results to date. The space above the box was used for the message itself.

Printers, here is a plan that is open for you *now!* Try it out this summer when business shows a tendency to slow down. Next winter, we'll venture to predict, most of the firms you have sold will be so well satisfied with the results that they will gladly give you repeat orders, to say nothing of the other new business created by your display of salesmanship.

THE PRINTER'S PUBLICITY

BY H. W. SMITH.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

Medbury-Ward Company.

Realism, as presented by means of photograph and half-tone, is difficult to harmonize with conventional elements, such as a flat sheet of paper, and type matter. The Medbury-Ward Company, color plate makers and engravers, of Toledo, Ohio, have succeeded admirably in combining these elements in their April, 1920, calendar card (Fig. 1). The transition from the realistic picture of the little girl to the conventional rectangular border is facilitated by the conventional outlining of an otherwise realistic element — the background behind the subject's head and shoulders.

The unwritten advertising message of this card is: "Here's a treatment that has splendid possibilities for the illustration of certain lines of goods, such as wearing apparel."

Words are not necessary to convey to the prospect the idea that here is a concern with original illustrative ideas.



Fig. 1.

National Printing Company.

The June issue of the *National Advertiser*, published by the National Printing Company, Omaha, Nebraska, is rather unpretentious in appearance — it hasn't even a cover! However, its easy to read, newsy articles, set in quiet body type, have much that the printer's customer desires to know. Take this, for example: "There are two distinct styles of typography: one, the loud, black, erratic display — jazz. The other, the pleasing, simplified style — harmony.

"The jazz style is intended to excite you to action, and is adaptable to the circus, ballahoo and fire sale variety of business. The harmony style is intended to harmonize your thoughts into a well rounded out decision, and is adaptable to anything possessing stability.

"The former style is much the easier to compose, as it matters little what type you hit upon; the more discord the better. The latter style, while simple in appearance, requires study of harmony and careful distribution of space and balance of color. This style is not intended to catch the eye, its mission is to draw the eye and cause a concentration of the mind. . . .

"In the last fifty years we have gone through a typographical spree, during which period we have seen a great variety of freak type faces come and go. Some howled their message in prolonged cries of agony, or shrieked in rage or in violent laughter, while still others screamed hysterically, or bawled loudly as do the hawkers. In some instances they blared forth a deafening roar that stunned our reasoning faculties.

"But now we are going back to the recut substantial old type faces, roman, old styles and antiques. Gothics will always remain, but in the lighter forms. The typefoundries are now going in strong for shaded faces, but all cut on the formation of the above four types. And the purpose of these shaded letters is to lend blend of color to typography. The new rules and borders are of the same order rather than ornamental. All of which is intended to tone down display advertising."

Pretty concrete sort of information likely to interest and influence a "lay" user of printing, is it not? And yet one can too often find in a printer's house-organ information touching everything under the sun but just this sort of thing.

Another article entitled "Importance of Good Connections" shows by illustration the value of good will in business. A concern had the choice of two invoices on goods that had been ordered for future delivery. Had it demanded its pound of flesh by holding the seller to the original contract price it would have been several hundred dollars ahead. The buyer reasoned as follows: "Those people have always given us the best they had. They have taken care of our orders at times when it seemed almost impossible. They will save us several times the difference we paid them on this order. Buying connections of this character mean a great deal to our business, and as long as I am with this house they are going to get a square deal — plus."

The "big idea" drawn by *National Advertiser* from this discussion: "Sooner or later, business will get down to a rock bottom business basis, and when that time comes the 'high brow, kick in with your order if you want the goods' attitude is going to disappear. Then the business builders will take the stage, and the 'hurrah' element will make for the tall and uncut woods."

A customer might have some difficulty in referring to this publication by name. In the "flag" on the first page it is called *National Advertiser*, while in a boxed inset at the top of the border, printed in blue on the following pages, is the designation *National Print*.

Rochester Bureau of Printing.

"Good to look upon" must be the verdict of every reader who appreciates good printing on *Typographia*, the new house-organ of the Rochester Bureau of Printing, Rochester, New York. Four colors (zinc "stop outs" with Ben Day tints) are used to produce this rich looking cover (Fig. 2). The border of the cover design is used on each page of the inside except

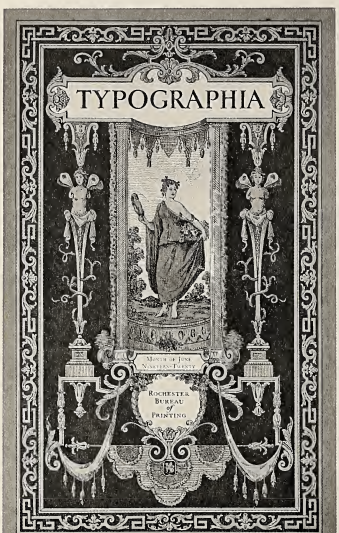


Fig. 2.

the fly leaf, the title page and the "postscript" page. One inside page is reproduced (Fig. 3) and appears alongside the reproduction of the cover.

"This is the first issue of *Typographia*, seven hundred copies being printed in the month of June, 1920, for the delectation of our friends and those with whom we want to be friendly," is the editorial postscript greeting.

"The cover design, border designs and ornaments were made for us by O. W. Jaquish, of New York city, the plates by Beck Engraving Company. The body of the book is set by hand in fourteen point Caslon Old Style, and the italic is of the same series. The paper stock is hand made vellum Japan." The page measures 5 by 8 inches. The cover stock is one-half inch greater in each dimension.

Quality as opposed to a mere price consideration in the preparation of printed matter is the predominant appeal of the text. When each printed page is a gem, beautifully framed, one naturally expects something out of the ordinary in the message; otherwise it is Mediocrity Masquerading.

This paragraph from the article entitled "Where the Value Comes" suggests a good line of reader interest:

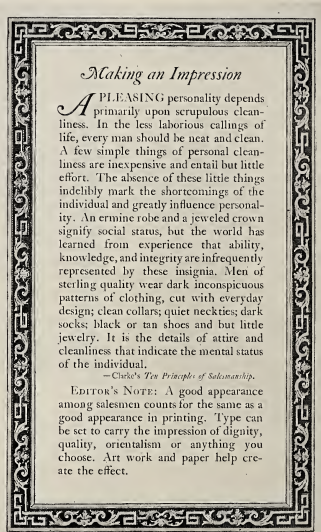
"Advertisers, as a rule, are not conspicuously successful in direct mail advertising. They lack experience and are customarily not alive to all the novel ideas which get business. Experts who do nothing but this are, of course, more in touch with all new departures. They know who is getting business, and why. They are writing for, and are in touch with, dozens of different businesses. They have to keep alive in their field in order to be successful."

As other issues of *Typographia* come forth we shall expect to find in its pages, concretely expressed, some of the "novel ideas which get business."

The Alling and Cory Company.

A good line of service which the printer can offer his customer is suggested in the May issue of *The Al-Cor*, house-organ published by the Alling and Cory Company, Rochester, Buffalo and Pittsburgh:

"He (the printer) can determine the amount of postage that will be required when the dummy is made up, and if he is able to suggest a slight change in size or weight of stock that will save money for his customer, both in paper and in postage, without detracting from the effectiveness of the finished book-


Making an Impression

A PLEASING personality depends primarily upon scrupulous cleanliness. In the less laborious callings of life, every man should be neat and clean. A few simple things of personal cleanliness are inexpensive and entail but little effort. The absence of these little things indelibly mark the shortcomings of the individual and greatly influence personality. An ermine robe and a jeweled crown signify social status, but the world has learned from experience that ability, knowledge, and integrity are infrequently represented by these insignia. Men of sterling quality wear dark inconspicuous patterns of clothing, cut with everyday design; clean collars; quiet neckties; dark socks; black or tan shoes and but little jewelry. It is the details of attire and cleanliness that indicate the mental status of the individual.

—Clarke's *Ten Principles of Salesmanship.*

EDITOR'S NOTE: A good appearance among salesmen counts for the same as a good appearance in printing. Type can be set to carry the impression of dignity, quality, orientalism or anything you choose. Art work and paper help create the effect.

Fig. 3.

let, this little service may be the means of making for this printer a permanent customer of one that might have been only a chance buyer."

Another interesting point made in this editorial: "Price lists, attractive folders and interesting booklets that we so often receive in sealed envelopes bearing first-class postage, would

have been just as interesting and would have received just as much attention had a little more time and money been spent on dressing up the envelope and a large amount saved by sending them as third-class mail."

A Vacation Reminder.

A memorandum folder that should make a hit with the patrons of the Eclipse Electrotype and Engraving Company, of Cleveland, Ohio, is reproduced herewith in Fig. 5, shown as directed on the cover: "Keep this open on your desk — and think of (here follows the monogram of the concern) before you go — while away — on returning — and ever after."

Clark-Sprague Printing Company.

"Moved to the 7th Floor" is the message presented cleverly by the folder reproduced herewith (Fig. 4). Green and yellow in flat tints outlined with black are the colors used on the cover. The inside conveys further information that the concern is now located on the top floor of the Gay Building at Third and Pine streets, "where we have better facilities for doing better work."

While this announcement is obviously intended for local use, the name of the city, which the post mark of the discarded envelope finally revealed as St. Louis, might well have been indicated on the folder.

The House-Organ Versus Free Publicity.

The house-organ as a business institution is likely to receive a considerable impetus if newspaper publishers consistently follow their present tendency to check the flow of free publicity matter into their columns. As the newspaper tolerance of this evil diminishes — for an evil it has been declared to be by not only the publishers in their various associations but also by the American Association of Advertising Agencies — more and more of this matter will be forced into the house-organ channel or other forms of direct by mail advertising. When this happens watch for two things: First, the senders of this stuff will discover that a grade of material richer in reader interest will be needed; second, by reason of the increased competition for the reader's time, some of the present house-organs that seem to be "getting by" will have to improve or quit the field.

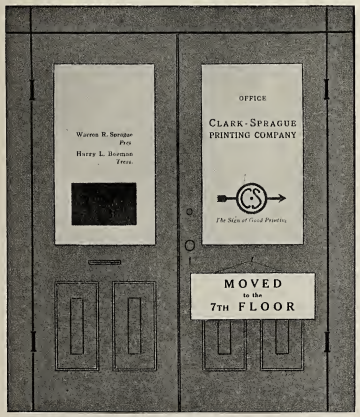


FIG. 4.

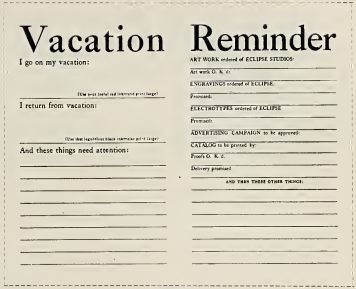


FIG. 5.

I do not mean to discourage an increase in numbers; by all means induce your clients to turn their publicity into these legitimate channels. But make the publication worth the time of both client and reader. It need not be elaborate or expensive, but it can and should carry information welcome to the reader. The printer who can help a commercial concern in this side of house-organ production need not worry over the price cutting bogy.

Some House-Organ Sales Ideas.

It is a common practice to send out advance cards and advertising matter to pave the way for personal salesmen, so why not use the same idea in connection with printed salesmen? — *"Scope," published by the Frank D. Jacobs Company, Philadelphia, Pennsylvania.*

Insufficient addresses are the cause of considerable trouble not only for the advertiser but for the postoffice. . . . The first suggestion for improvement is to see that every piece of mail carries a return request and return postage guaranty. . . . This return request and guaranty may be made up and worded as follows: "If not delivered return to Jones & Co., 34 Fifth street, Detroit, Michigan. Return postage guaranteed." — *From article by Frank J. Priest, Assistant Superintendent of Mails, Detroit, in "The Three Circles," by Evans-Winter-Hebb, Detroit, Michigan.*

There is one firm in New York city that knows how to sell paper by mail. . . . The sales manager has analyzed his proposition into component parts: (a) We have paper to sell; (b) Prospective purchasers will want a sample; (c) How shall we get a sample to them and tell them about the quality, size, weight?

Here is the way he does it. He cuts a piece of paper, size 9 by 14 inches and prints on it in big, clear type less than seventy-five words, but every word meaning something. The text reads as follows: "No. 169 Kraft, exceptionally strong, the ideal wrapping paper. No. 169 is our second grade, but is an all sulphite sheet possessing great strength, and where limitations are put on price, this grade makes an excellent wrapping paper. We can make prompt delivery for the standard sizes and weights, and can cut from rolls special sizes to meet certain requirements."

Then follows the price, the address and the telephone — no long winded letter, and yet the prospective purchaser has secured in less than one minute all the information he needs. The postage on the sample was 1 cent — five hundred samples mailed for $5.— *Postage.*

ENGLISH IN THE UNITED STATES.

BY F. HORACE TEALL.

THE English language is undoubtedly used in the United States with frequent violation of grammar laws, and with disregard of any language laws; but it is so misused only by those who have not acquired the knowledge requisite for correct use, and the same condition subsists in England and elsewhere. Erroneous and unruly speech and writing is of universal occurrence, but nowhere is it of a quality that makes it worthy of recognition as anything but error. Some writers have laboriously postulated a distinct system of expression which they would have us call "American," and include in their so-called separate language much that is simply bad English.

American writers have always upheld the standard usages of the language, and still preserve them, although they seem to have stopped producing books of verbal criticism. We still find our occasional books on English dealing with the language as undivided geographically, and do not see how it ever can be otherwise. What is said is always of world-wide application, as the following from J. C. Fernald's "Expressive English," a new work: "The English is one of the noblest languages ever spoken or written among men. It has a genius all its own, and in the hands of a master can accomplish results that can not be surpassed — and in some respects not attained — by any other form of human speech. . . . If we lightly esteem the capacities of our language, we may drift on through life in forlorn and shabby utterance with the comfortable feeling that we are 'doing pretty well.' But if we once recognize our language as an instrument of precision by which one may chart all seas of thought, we shall become aware that any failure to express ourselves well is due to some fault of our own, which it should be our first business to correct." Of course, the full value or power of any language is possible only in the hands of a master, and no one can master any subject without close and laborious study.

Even the most accomplished of men do not converse with the same studied precision of expression in which their literary utterance is published. Ordinary speech must necessarily be less accurate than the writing which can be elaborately corrected. Yet literature at its very best may be — and indeed sometimes is — couched in the plainest and simplest language, with hardly a word that is not known to every one at sight or hearing.

While the literary language includes many words not familiar to everybody, and in fact often uses with perfect legitimacy vocables that are not known at sight to all scholars, it is really the common language in cultivated form. Professors J. B. Greenough and G. L. Kittredge, thoroughly trustworthy authorities on such subjects, include a chapter on "The Literary Language" in their book entitled "Words and Their Ways in English Speech," in which they say: "The language which all educated users of English speak and write is in one sense an artificial tongue. It is what is called a 'literary language' as distinguished from the unstudied speech of peoples whose tongue comes to them without the influence of literature or the schools. This 'literary language' is not confined to cultivated speakers. It is the common property of all but the absolutely illiterate, the regular medium of communication throughout the English-speaking world. Different persons speak and write this standard English with different degrees of correctness and elegance, and there are local and national varieties in idiom and pronunciation which distinguish the English of England from that of America or of Australia. But such differences bear no proportion to the substantial uniformity of English speech."

The quoted passage, which is merely introductory statement of a fact explained historically in the chapter, summarizes the thought of all our most competent philologists, and gives us teaching that is practically incontrovertible, notwithstanding the many attempts that have been made to show an actual national difference between standard and American English, even to the extent of assertion that we should not call our language English, but simply American. Plainly the standard language in the United States is the same language as that used in England, notwithstanding the truth that many of our words are not readily understood by Englishmen and that they use many words that we do not use, at least in the same sense.

H. L. Mencken, in his book "The American Language," declares that the perversions of speech which unfortunately are very common in the United States actually constitute a new grammar and a new syntax, and thus points to a recognition of these perversions as what he calls "correct American," although he studiously adheres to good English throughout his personal expression.

Now I will acknowledge that the gist of this writing is explicit controversion of Mr. Mencken's thesis postulating a true national difference of grammar. It is an amazing phenomenon that presents an educated person advocating acceptance of ignorant violation of elementary grammar as standard in the United States of America, though still condemned as mere ignorantism in England. I doubt whether any grammatical confusion is common in the United States which is not fully as common in England; at any rate, I am sure that practically all the examples adduced are heard in England as often as they are here. It will not be well to make this assertion without some specification, but we have space for very little.

Mr. Mencken gives a long list of verbs as showing American conjugation (really only ignorant errors), in connection with which a foot-note says that "burst" is "not used" in the United States, indicating that everybody says "bust"; another note says that "rench" is always used for "rinse"; another that " 'set' is used almost invariably in place of 'sit.'" These are enough to show that their author mistakes frequency of error for standard usage.

Mr. Mencken utters many regrettable truths which can not be controverted as of general application, but which are actually perverted by applying to Americans only. Here is one: "The schoolmarm, directed by grammarians, labors heroically, but all her effort goes for naught. The young American, like the youngster of any other race, inclines irresistibly toward the dialect that he hears at home, and that dialect, with its piquant neologisms, its high disdain of precedent, its complete lack of self-consciousness, is almost the antithesis of the hard and stiff speech that is expounded out of books. . . . Its verbs are conjugated in a way that defies all the injunctions of the grammar books; it has its contumacious rules of tense, number, and case; it has boldly reëstablished the double negative, once sound in English; it admits double comparatives, confusions in person, clipped infinitives; it lays hands on the vowels, changing them to fit its obscure but powerful spirit; it disdains all the finer distinctions between the parts of speech."

Nearly all of this is true; but it constitutes a description of ignorant English, without one characteristic phrase that is peculiar to the people on either side of the Atlantic, and with none that ever can become good or be adopted as standard. And yet its writer, himself adhering to good English, poses as an advocate of such lawless language as what he has called good American.

It is fully as true that Americans having any language pride or culture believe in and use good English as it is that uneducated Americans use bad English.

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

A Question of Possessives.

C. R., Chickasha, Oklahoma, writes: "Please indicate and discuss the proper place for the possessive sign in the following sentence: 'We carry a complete line of misses, women and children's clothing.' Affirmative contends that children only takes the possessive sign. Negative asserts the possessive sign should be affixed to all three noun modifiers. Would like to have your opinion as to which is right?"

Answer.— The use of the three signs is right, and the reading should be "misses', women's, and children's," although the unreasonable omission of the second comma is now very common. Everybody should know that such expressions demand the possessive sign for each noun, but the question itself is evidence that some people do not know it. No one can name a worthy authority in support of the omission of the comma, but I can name one to support the three signs, though most grammarians fail to mention such sentences as the one in question. William Chauncey Fowler is the one I shall cite, though it would be preferable to name some more recent writer. He says: "When the thing possessed is the common property of two or more possessors, the sign of the possessive is suffixed only to the last noun; as, 'John, Thomas, and James's house;' that is, a house of which the joint ownership is vested in these three persons. But when the thing possessed is the individual and separate property of two or more possessors, the sign of the possessive is suffixed to each noun; as, 'He has the surgeon's and the physician's opinion;' that is, he has the opinion of the surgeon and the opinion of the physician, and these opinions may differ the one from the other." Of course our sentence means misses' clothing, women's clothing, and children's clothing. That sentence is likely to occur only in advertisement, however, and I suggest that the best procedure is to follow copy. Thus the proofreader would run little risk of faultfinding.

Inclose and Inclosure Are All Right.

H. R., Two Rivers, Wisconsin, asks: "Is alright permissible or preferable to the two words all right? Also, do you agree with Webster's New International Dictionary that inclose is preferable to enclose when speaking of a letter inclosure or enclosure?"

Answer.— I do not know any reason why anybody should ever be inclined to write such an outlandish form as alright. Which means, plainly, that I do not consider that form permissible, and of course that it is not preferable. It is used by no person that I know of who has the slightest notion of propriety in orthography, though it was used long ago by many people who imagined themselves fitted to decide, and is occasional in careless personal use now. I said I know no reason why any one should use alright, although I know, of course, that those who do so must imagine that it is analogous to such words as almighty and already. That analogy is true etymologically, but only in the fact of the use of the word all in each of the terms, inasmuch as the literal sense of all is preserved in the phrase all right, but is lost in already and almighty or so weakened that it is therein a mere prefix like ful- in fulfill. No dictionary has alright, even as mere acknowledgment that it has been used; it is simply ignored by lexicographers.

I accept the Webster treatment of inclose and enclose as correct, but the preference there given to inclose consists merely in giving to it the full definition and referring the other spelling to it. The dictionary, like nearly all others, does not say that one spelling is preferable to the other, although that is fairly implied in defining only one of them. The plain fact is that both are used, and both are correct, but inclose prevails so much that I think it is preferable because of such prevalence, although I learned to use enclose when I was a schoolboy, presumably because that was preferred by Worcester. The Funk & Wagnalls Standard Dictionary reverses the treatment and defines enclose, and that spelling should be used in work that follows that authority. But, since Webster's is by far the prevalent authority in the United States, it is safe to say that inclose and inclosure prevail in our spelling, although they are not universal.

Accents.

F. H. D., Brooklyn, New York, writes: "I am engaged in the preparation of considerable foreign advertising and literary work. A great many accents are used throughout in the various languages, and I would be very much pleased if you could advise me if it is possible to secure a guide or a published list of some kind that would not only give me information as to the various accents used in the many foreign languages, but the names of those accents."

Answer.— Nothing seems to have been published like what is here asked for. Names of accents are supposed to be learned in very early schooling, except some that are not at all common, if they (such names) exist. Some languages are written with accents for which I have never heard names. But the request hardly calls for information to include more than the ordinary markings in the few languages which have literary currency. If anything more is wanted, it should have been stated, though such a call could not have been met. Any one learning a language should learn the use of accents in that language. Our main concern, however, is with the fact that we can not satisfy the present call for information, at least not well enough for our own satisfaction. Bigelow's "Handbook of Punctuation," obtainable through the Inland Printer Company, contains a chapter on the use of accents, which is good as far as it goes, but leaves many points untouched. In Webster's New International Dictionary there is an appendix, "Elements of Pronunciation of Foreign Names," pages 2375-2378, which explains some commonly unfamiliar accents. For verification of accents in modern languages, I should consult the standard dictionaries of those languages. I should be glad to hear from any one who knows a better answer to the question.

SELLING FROM A PRICE LIST.

BY C. A. RADFORD.*

AN eminent authority on business economics has said that ninety-five per cent of the problems of business pertain to selling. The problems vary with different lines of business and with different establishments in the same line, but all are subject to the same fundamental laws. For a number of years we have addressed ourselves to the task of discovering what is wrong with the printing business. The cold figures of the statisticians show us that for the money invested we do not rank well with other industries in the profit column. The deeper we go into the problem the more apparent it becomes that we will eventually find our weakness in the selling end of the game.

We have preached to our printers that they should install cost systems in order to know what to charge for their work. Now, I do not wish to be misunderstood on this point. I believe in our cost work and think that no printing plant can do business intelligently without knowing its costs, but when we present the cost system as a means for arriving at a selling price we are putting the cart before the horse.

I have heard men who are supposed to stand high in the industry tell printers that they were entitled to a twenty per cent profit. Let us see.

You can put the same job through fifty plants in any city and you will get fifty different costs on it. This will always be true because of the varying volume of business and the other changing elements. Add twenty per cent profit and you will have fifty different prices, the very condition that is hurting our industry and one which we should be trying to correct.

There is a right price for every job. There is no right profit on any job. You can not standardize profits on any commodity, and we should not try. It is economic nonsense to try.

What is profit? Economists tell us that every business venture must first produce enough revenue to pay rent, wages and interest. Some economists class all costs under the heading of rent. You rent land, buildings, services, capital, etc. If there are revenues in excess of the amount necessary to meet these costs, it is called profit. To whom does it belong? Obviously to the man who took the chance of loss. It is his reward for his business ability — his vision, his keen judgment, his acumen, all of the qualities that we think of as belonging to the good business man. In the very nature of things if he possesses these qualities in a large degree his reward will be large, and it should be large. If he possesses them not at all there will be no profit to reward him, and there should be none. I repeat that when we talk of the "proper percentage of profit" we are talking nonsense.

When we talk of a "proper price," however, we are on sound economic ground. There is a right price for every commodity, but your individual costs have no relation to it. The composite of all costs in the industry influences it, but there are other influences that must be reckoned with. We are told by students of business phenomena that the market price is created by the marginal producer and the marginal consumer. The marginal producer is the one whose cost of production of the commodity in question is the highest. The marginal consumer is the one whose ability to purchase is the least. These two fight it out and fix the price. The producer with lower costs could sell for less, but would be a fool to do so. The consumer with great ability to buy could afford to pay more, but very properly refuses to do so.

Now, if you are one of the producers of printing who by reason of ability to organize can secure the highest efficiency and produce at the lowest cost, do not imagine that you are a philanthropist if you say, "I do not consider it fair to my customers to accept such a long profit. I will be content to add twenty per cent to my costs as my profit." In the long run you are not doing a favor to the buyer. If you break the market and create a lower price it operates to wipe out the marginal producers, production is thereby curtailed, and the operation of the law of supply and demand puts the price higher than before.

What is the matter with the printing business? Ask the buyer of printing. You will find that his impression is not that he is being charged too much or too little, but that he thinks the printer doesn't know his own business. His reason for so thinking is that when he asks for figures on a given job he is very apt to receive from different printers figures that may vary one hundred per cent. He is prone to conclude that the low man is a fool and the high man is a thief. A good business man doesn't like to deal with either kind. He doesn't know which of the in-betweens is right.

What is the remedy? Obviously, if we don't know our business the remedy is to get busy and learn it. But before we can learn our own business we must learn "business." We must adjust our thinking processes to the fundamental things that must hold good in all business. By no devices may we escape the operations of economic laws. I have tried to show that under these laws there can be standardization of neither costs nor profits, but the prices of our product can be and should be standardized. I am not recommending any price fixing arrangement that should fall under the ban of the law, but our own interests and the real desire of our customers demand education along the lines of greater uniformity. We can not agree to use a price list, but we can provide a price list for our guidance.

Best of all, the price list is fair to the customer. Remember this — no matter what your business is, trucks or tomatoes, pins or printing, the thing you are selling is *utility*, and the utility of a job of printing is the same whether it comes from my shop where, because volume of business may be low, costs are high, or from your shop where costs are low.

So much for a printing price list as it affects the industry as a whole. Let us apply it to the case of the individual printer. Let us concede that it will enable you to secure right prices for your work. Will it increase the volume of your sales?

Your buyer of printing also buys other things. When he goes into a store for clothing or shoes he is told the price right off the bat and no lead pencil is used to figure it out. This is true of practically everything he buys except printing. He comes into your shop for printing, and you proceed to cover a piece of paper with figures. Is it not natural that he should conclude that some other printer might arrive at a different result and that the difference might be in his favor?

Thus we have produced the pest of our business, the shopper. I say we have produced him. For years we have cussed him, evidently thinking that some evil genius sent him on earth to harass us, but as a matter of fact he can say to us in the words of the old sob song, "You made me what I am today." With our lead pencils and paper and our everlasting figures we have destroyed the confidence of our buyers in the fairness of our prices.

How different the mental reaction of the buyer who steps into the office of a price list user. He gives his specifications and he gets his price read to him out of a book. There is a tone of finality in the voice of the man who gives the price. He knows it is right. The customer doesn't know but is pretty sure to believe it must be right, because it is printed in a book. Let this same buyer encounter this same book in one or two other shops, and there will be one less shopper in the world.

I am content to accept the printing price list as the greatest development of our industry at this time, because it places our feet on ground that has been found to be economically sound.

*Vice-President Franklin-Typothetæ, Cincinnati, Ohio.

COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to $50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

Putting New Blood Into the Business.

A few years ago it used to be a favorite maxim of the would-be progressive business houses that what was needed was new young blood injected into business by the placing of very young men in responsible positions. The theory was that the older men had met so many knocks and disasters that they had become timid and were afraid to take risks, and would balk at innovations that the younger men would welcome as chances to advance.

Today we are talking of getting new young blood into the printing business because we have discovered that in the anxiety to place the younger element in the saddle we had overlooked the fact that the need of younger men among the skilled workers was even greater than in the executive positions. We neglected the apprentice for years, and now we must pay for our folly in the difficulty of securing competent journeymen.

The young blood idea has received a setback and at present but little is heard of it. The demand for men of experience and skill both in the office and in the shop is growing with the advance of civilization and the expansion of business. We can not take green hands and in a few hours or days teach them to do the work as laborers are taught; it requires a period of training in which to absorb the knowledge of the printer's trade, and a period of practice in which to acquire skill sufficient to be commercially valuable. Meanwhile the amount of work is growing and the need for workers increasing.

It would seem that it should only be necessary to call attention to such a condition to arouse printers to action and bring about the engaging in each shop of the maximum number of apprentices allowed by the union regulations — and this would be just about one-third the number needed to supply the demand for competent workers at the time they have completed their trade education and become full fledged printers.

This is a serious matter; so serious that we make no apology for again urging it upon the attention of the employees as well as the employers.

A recent survey in one of the three largest printing centers in the United States showed that there were only about thirty per cent of the number of boys learning the trade that there could have been without friction, and that less than one-tenth of these were receiving competent instruction in the principles of printing, and but few more any instruction at all. Yet several of the very printers who had refused to take boys to learn the trade or who had employed boys and allowed them to pick up a lot of bad habits were among those who were complaining most bitterly about the scarcity of good workers and the high wages that this scarcity had, in their estimation, brought about.

Occasionally we hear of a call for volunteers to contribute of their life blood for transfusion to an emaciated invalid; here is a case where a whole business is crying for volunteers to produce new young blood to save a business whose arteries are being rapidly depleted of the life giving supply of new workmen with skill to replace the waste and decay of the former years and provide for active growth of a necessary business.

Whether you are a workman or an employer, it is your duty to your craft and to the civilization which it helps to maintain to encourage young men of intelligence to enter the printing business, and to see that the proper agencies are created to educate them to be skilful and worthy members of the craft.

Civilization began to grow when printing made education attainable for the people, and it will continue only so long as printing makes possible the education of the general public at low cost and provides the means for extending knowledge to all classes. To accomplish this there must be a constant influx of new blood into the business through the apprenticeship system, or through some rational and just substitute for it.

Will *you* do your share?

Does the Layout Pay?

While there are many printers who are satisfied that it pays to have some one lay out every job that goes through the plant and mark it as definitely as possible with the type, measures, spacing, borders, etc., to be used, there are a few who have not been converted from the idea that the compositor can do the laying out as he sets the job and that it will cost more to have a high priced layout man handle that part of the work.

In order to demonstrate this and settle a dispute, the following test was made on a series of about forty independent pages of advertising, all of uniform size and amount of copy: Nineteen of these pages were given to the printers with the usual part verbal and part written instructions, and twenty-one were given to the printers with a careful layout accompanying each copy. They were not all given to the same printer, but some of each kind were given to each printer, so that there might be no doubt that the differences were caused by the manner of preparing the copy and not by the human equation in the composing room.

The results were surprising, as the pages which were given out in the old way took from seven to ten hours each and averaged about eight and one-quarter hours, while the pages accompanied by the layouts took from three to four and one-half hours and averaged four hours. The layouts took about an hour and one-quarter each, making a total of five and one-quarter hours as against eight and one-quarter hours — a saving of three hours per page.

These pages were not all run through the composing rooms at one time, but the test, which was made without the knowledge of the workmen or the firms doing the work, extended over a period of four months.

Of course, the man who did the layout work was an expert and was used to the character of work in these pages, while the

compositors were the men who had been making good for their respective employers for several years, and some of them had been heard to deprecate the layout idea as destroying the initiative and skill of the compositor and making him a mere machine. When the results of the test were shown to one or two of these men in connection with the pages upon which they had worked, they announced that they were going to study to be layout men, since they could see that efficiency would demand that method of handling copy, and they wanted to be the ones to put the brain matter into the jobs.

This experiment was made by an advertising writer and manager in order to satisfy himself that the layout man was earning his salary, and the results as shown by the bills received from his printers were a surprise to him. It is a sure thing that he will not send the printer any copy without a layout and very definite instructions; but it conveys a lesson to the printers all over the country. If a layout man can in one and one-quarter hours save four and one-quarter hours of the compositors' time, does it not suggest that there is one method for saving time in the composing room and relieving the present scarcity of compositors? Even if it saved only half as much time as it did on these special jobs, would not a saving of two hours a day for each compositor be worth while?

Or, to put it another way, with business crowding the printer so hard that orders must be refused, would not the possibility of turning out from twenty to forty per cent more work from the same equipment be worth something even if there were no saving in the actual cost of the individual job?

It will pay every printer who desires to render his customers more and better service to look into this matter and experiment a little with it; but he must be sure that he makes real layouts and not merely rough sketches and notes that leave the compositor without definite instructions.

Why Does It Cost So Much?

How often have your customers asked the above question when presented with a quotation or a bill?

It is a natural inquiry, and the questioner is entitled to an answer that is correct as well as diplomatic. It does not do to pass out to him platitudes regarding the increased cost of material and wages, for he may be of a calculating turn of mind and figure out the fact that twenty-five per cent increase in wages is only about six to eight per cent of the selling price and a long way below that hundred per cent increase that he has paid for some months past.

There are a number of reasons why it costs so much more today than it did four years ago, and most of them are not very complimentary to the printer. It is true that wages have been increased from fifty to seventy per cent; that materials have increased in cost fully one hundred per cent; it is also true that owing to a lack of competent workers printing office efficiency has declined quite noticeably; but these are explainable and business men know of them and are inclined to make due allowance for the difference they create.

But the real reason for much of the present *seeming* increase in the price of printing is due to the fact that until a very short time ago the printers were making estimates and prices "by guess and by gosh," and did not use the cost system to find out whether their costs were in accordance with their prices or not. The tremendous changes in the cost of labor and much of the material, and the impossibility of getting certain other kinds at all, have compelled the printers to use the cost system and know what the jobs cost, and sell accordingly or go out of business. It is no longer possible for the printer to name a tentative price and then meet any old price the customer claims to have.

This is a good healthy reason, but one the printer hates to tell his customer because it exposes his old lack of method way of doing business; but it is the wisest course in the end, for the customer is finding it out and becoming suspicious. Better admit former lack of correct cost accounting and offer the buyer a chance to inspect the true cost system than to bluff the difference off on labor and material.

The cost system idea is growing in many businesses besides printing, and the printer will find his customers are among them and willing to meet him half way and even to discuss the cost system and its merits with him, when it is fairly presented to them as a scientific business fact that has increased the credit of the printers and prevented many failures that seemed inevitable when the conditions due to the war began to develop.

Keeping Prices Down Despite High Wages.

No sane man ever buys an expensive touring car to use as a delivery wagon, even though he never has to deliver any heavy packages; nor does he buy a ten ton truck. He gets a machine that is suited to the work and uses it so as to make it as profitable as possible.

What has this to do with wages? Just this: Owing to conditions not under their control the printers all over the country are facing the highest pay rolls that they have ever had to stagger under, and many of them are trying to do so with the old system of management in the various departments.

It can not be done; but it is possible to improve working conditions to such an extent that the workers will turn out more work with less effort, and to improve shop conditions so that many of the costly little delays will be entirely eliminated.

There is an admitted shortage of workers in the printing trade, and the people to blame for it are the employers who were too selfish to educate the number of apprentices necessary to make up for the losses of workers and the growth of the business. Unfortunately this has resulted in difficulties that can not be confined to the guilty ones. We are all compelled to suffer together.

But it is possible to add to the labor saving machinery in our plants, and thus make the workers we have more efficient until the time that others may be trained.

It looks very much as if the day of manual labor in the printing office is rapidly passing away. Scarcity of workers always attracts the talent of the inventor. We know what he has done with the plain composition — hand composition of plain matter is almost a curiosity today. The automatic feeder is with us to stay, both on the cylinder and the job presses, and it is really doing more and better work than the human feeder. Many of the operations in printing and binding have been given to automatic machines.

What does it mean? That the printer of the future will be more and more an engineer and require a special training that will teach him to use his brains instead of his hands. There will probably not be any fewer of him, but he will be a more highly trained worker, doing more and better work and drawing pay accordingly.

And that is the real crux of the whole matter. He will get high wages, but the unit of product will cost less through improved mechanical aids and more efficient methods of handling men and material. There is no doubt that the cost of printing will be reduced in the near future, but it will be because of better management rather than because of lower wages.

PRINTER-SUGGESTIONS.

BY GEORGE W. TUTTLE.

A plethora of ink may mean a paucity of patrons.

A good job is as a sweet toned bell to ring in the ears of a patron: "Brown did this job! Brown did this job!"

The printer slacker has a hard time in life — no law, as yet, against printer comebacks.

SPECIMENS

BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.—*The Mirage* is one of the handsomest school annuals we have ever seen. Your attractive and effective type display is set off by the finest of presswork, and reflects considerable credit on the pressroom of the MacGregor-Cutler Printing Company. Three pages are reproduced.

LOUIS F. DOW COMPANY, St. Paul, Minnesota.—Your catalogue, "Dow's Bank Outfitter," is quite satisfactory in all respects. The cover is effective and striking. Considering that an



Title and two advertisement pages from a handsome school annual, *The Mirage*, planned and executed by and under the direction of Arthur C. Gruver in the plant of the MacGregor-Cutler Printing Company, Pittsburgh, Pennsylvania. Such attractive advertising display is quite unusual in a publication of this character.

of attractive type faces, without ornament which does not fulfil a definite and desirable purpose, their work would be better.

GREENFIELD TAP AND DIE CORPORATION, Greenfield, Massachusetts.—*The Helix*, your employees' magazine, is a hummer. We would not think of finding fault with a publication that is so well gotten up typographically and in press-work as yours. Editorially it seems to follow most desirable lines, and the liberal use of half-tone portraits of workers is a most commendable feature. We can not see why such a publication can fail to be worth much more that it costs in selling the institution to the employees, developing a company spirit, reducing labor turnover, etc. We should be glad to receive further copies; by all means put us on your mailing list.

E. A. KIEFFER, Remsen, Iowa.—The large poster for the sale of horses is a decidedly fine specimen of this type of display. The big points are brought out effectively, both to attract attention and to prove readable at a distance. Excellent judgment was exercised in selecting the lines to be printed in red. Presswork is also high grade, the halftones of the horses being clear, clean and sharp. Considering the purpose for which this poster was intended, we can not see how it could be improved upon.

COAL CITY PRINTING COMPANY, Fairmont, West Virginia.—The title page of the program for the meeting of postoffice clerks is neat and attractive. The colors are pleasing, although the green tint might well have been a little stronger, mainly because it is too pale to show the emblem plainly. The text pages are a little humdrum, due to the lack of distinction between the lines and to the equality of spacing throughout. With a little display and a nice division of parts and lines by white space a much more interesting and readable appearance would result.

M. B. MAYNE, CARE OF REDLER, New York city.—As you state, the letterhead for the County Children's Committee is neatly laid out and is of uniform tone throughout. Letterheads containing a long list of names such as this one are always difficult to handle, and we consider that inexpensive quality of stock of light weight was necessarily used, the presswork is very good, although the ink is rather too pale on some of the pages.

W. I. BRENNAN, Los Angeles, California.—We consider the letterhead for the Times Mirror Printing and Binding House quite attractive and unusual. Its distinctiveness, as compared to a conventional design, is worth much in the attention it will attract and the comment it will excite.

DETROIT COIN WRAPPER COMPANY, Detroit, Michigan.—*The Business Booster*, your house-organ, is interesting in appearance. There is also a suggestion of individuality about it that is valuable, especially if you continue to make it so good that business men will find it worth reading.

THE QUALITY PRESS SHOP, Naperville, Illinois.—All specimens sent us are neat and pleasing. In display and arrangement they are thoroughly satisfactory, the general appearance being quite dignified. If more compositors would recognize that the most pleasing of all effects in type display are secured from the simple arrangement you have done very well indeed. We would, however, prefer to see the names set in smaller type and more prominence given the important display points, which are much too small. The Redler heading is quite unusual, but would be improved if the lines were spaced slightly farther apart.

FRED STOUT, Mansfield, Pennsylvania.—Presswork on the letterhead for The Blake Manufacturing Company is thoroughly satisfactory as regards ink and impression, but we note that on both copies the red is slightly too far to the right. The central red line is not centered over the black line below as it should be. The large amount of copy made a difficult job for the compositor, but he handled the work in excellent fashion and is to be commended.

MODEL PRINTING COMPANY, Washington, District of Columbia.—The wall hanger, "Success," is pleasing to look at, excellent taste being exercised in the selection of paper and inks. While the capitals used for the text add to the dignity of the composition, they are difficult to read. While their use is excusable in this



June 1920

IN the PRINTING EXHIBITION which has just closed and which the judges say was the largest and most comprehensive ever held in this country, this shop was awarded the gold medal for our series of calendars, of which this one is representative. We're mighty proud.

THE MARCHBANKS PRESS
Telephone STUYVESANT 1197
114 EAST 13TH STREET, NEW YORK

JUNE 1920

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JULY 1919

"I am enclosing check to cover your last bill, and want to thank you again for helping us to get out work that suits us down to the ground, at such a price. We have had enough experience with printers to know just how good you are to us."



THE MARCHBANKS PRESS
Telephone STUYVESANT 1197
114 EAST 13TH STREET NEW YORK

JULY 1919

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

We have had a number of requests for Washington's Farewell Address to the People of the United States—but the supply is not exhausted.

AUGUST 1918



PAPER

THERE is a SHORTAGE OF PAPER. *The Government is trying to regulate its use and prevent waste. You can help by using less. We can make a mighty interesting piece of printing on a small piece of paper.*

THE MARCHBANKS PRESS
Telephone STUYVESANT 1197
114 EAST 13TH STREET NEW YORK

AUGUST 1918

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

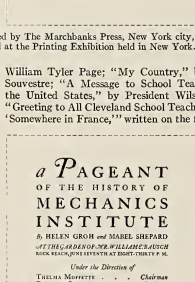
The monthly calendar at the left (above) was issued by The Marchbanks Press, New York city, to announce the winning of a bronze medal on the excellence of a series of similar calendars exhibited at the Printing Exhibition held in New York. The other two are from the series on exhibition.

instance for the reason given above, the same large amount of matter should not be set in capitals in a composition of an advertising nature.

WE ARE INDEBTED to Ginn and Company, publishers of school text books, for two especially handsome prospectuses of a new series of Frye-Atwood Geographies. Text in Cloister Old Style is very attractive, while the pleasing border and the liberal margins contribute materially to the beauty of the pages. Specimen pages of maps and text from the geographies are included in one of the booklets, the printing of which is consistent with the high standard of all Ginn and Company books.

BRIDGENS, LIMITED, Toronto, Ontario.—The catalogue, "Stauntons Limited, 1921," is one of the most attractive we have received in recent months. Designed and printed for a wall paper concern which makes a high grade product, the catalogue quite appropriately reflects the quality of fine wall paper. The printing of the numerous process plates which appear on the inside pages, as well as the striking and pleasing cover, would, we are sure, be difficult to improve upon, if indeed it would be possible.

"SOME SPECIMENS OF PRINTED FORMS," an attractive brochure prepared by the class in printing of East Technical High School, Cleveland, Ohio, contains seventeen pages, 7½ by 10½ inches, on buff, white and blue stock with cover, perforated and tied with a silk cord. The types used are Goudy, Century, Puritan and Stratford. The text matter is largely patriotic and educational and contains "The American Creed," by William Tyler Page; "My Country," by Emil Souvestre; "A Message to School Teachers of the United States," by President Wilson, and "Greeting to All Cleveland School Teachers from 'Somewhere in France,'" written on the final day of the great war by Frank E. Spaulding, superintendent — on leave — of the Cleveland Public Schools. A number of the selections, which are effectively and attractively displayed, are printed in two colors with appropriate and pleasing initial letters.



Formal title page from a folder by The Bureau of Printing, Rochester, New York.

ROCHESTER BUREAU OF PRINTING, Rochester, New York.—Specimens of your typography in Caslon are decidedly exceptional. Neat and tasteful typography in this versatile and legible letter on program work and other formal display always pleases, but it seems that your work combines those desirable qualities with a goodly measure of distinction thrown in. Two of your designs are reproduced.

THE MARCHBANKS PRESS, New York city, has long been noted for the fine quality of its product, which has often been cited in these columns as a desirable model for others to follow. At the recent printing exhibition held in New York city Marchbanks was awarded a gold medal for the excellence of a series of monthly calendars issued. Announcement of the award was made to customers and prospects with another calendar, sent out with reprints of the prize winning series, several of which are reproduced.

COMMERCIAL PRINTING COMPANY, Charleston, West Virginia.—Your work is too ornamental, particularly so being the letterhead, where geometric ornaments are thrown into blank spaces, mainly, it would seem, to fill up space — as though white space had no value. These ornaments, being so conspicuous, detract from the type and provide a "spotty" effect which is trying to the eyes and, we might add, to the

nerves. Feature the type instead of the accessories. If an ornament will help to emphasize the type, as it sometimes will, or help the contour, or add to the beauty of the general effect, use it, but you will usually find that one or two at most will suffice. Simple forms of beautiful type faces provide the utmost that is possible in type display.

B. W. RADCLIFFE, Macon, Georgia.— Your specimens are excellent, as we would expect them to be, coming from one of the real master craftsmen of the South. The good taste indicated in the selection and arrangement of types, the dignified and yet effective display, combined with pleasing colors of ink and good stock, create effects that are delightfully pleasing to lovers of real art in printing. Yet we sometimes hear that printing can not be artistic. The ability to combine beautiful effects with forceful display is possessed by but few typographers, and among them, in our opinion, you continue to hold high rank.

SUFFOLK PRINTING AND PUBLISHING CORPORATION, Mattituck, Long Island.— Unless we are much mistaken the paneled letterhead printed from a hand lettered design in black, with yellow tint inside the panel, was reviewed in these columns some months ago. While the idea of the arrangement is unusual, and for that reason characterful and striking, we are sure none of these advantages would be lost if the lettering throughout, and especially inside the panel, were smaller. The effect as printed, due to the needlessly large size of the lettering, is crowded and therefore displeasing. The rather wide divergence in width of the letters in several of the lines emphasizes the bad effect the crowding creates.

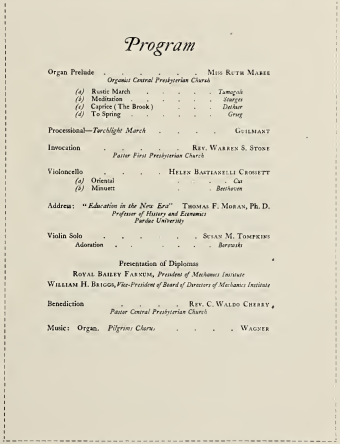
"LETTERS" is the title of a most unusual book just received from Columbia University. The cover is of a deep brown hand made stock, while the text pages are on white Japan stock. The pages are approximately 9 by 12 inches in size. Outside the title page there is nothing on each of the succeeding pages except an initial letter about seven inches square, starting with A and running through the alphabet. These unusual initials are printed in colors from hand cut linoleum blocks, designed and made by members of the lettering class of the Teachers' College. The booklet is one that any lover of art and printing would treasure for its craftsmanship if for no other reason. The booklet was printed in the shop of William Edwin Rudge.

THOMAS SOMERVILLE, Bayonne, New Jersey.— Small forms done by students under your direction at the Roosevelt School are thoroughly satisfactory. It is only *The Record*, the school paper, that is of inferior quality. The cover design is decidedly too ornamental; the wide decorative border and the two large ornaments, even though printed in a weak color, detract materially from the effectiveness of the type. They demand most of the reader's attention. The appearance would be decidedly improved if the upper of the ornaments were eliminated. It serves no practical purpose, as the lower ornament may be said to do; it does not fit well into the space, and it does not harmonize with the general effect. Furthermore it has no significance to make its use appropriate. Presswork is very poor indeed, especially on the halftones. The advertisements are carelessly arranged without regard to pleasing symmetry, or order, or shape.

FRED SMITH, Providence, Rhode Island.— We are inclined to agree, to a certain extent at least, with those who have found fault with your business card, although we would not say it is without considerable merit. It is not well balanced, either vertically or horizontally. The main group in the center should be slightly higher (you will note the red ruled lines are in



Letterhead by B. W. Radcliffe, Macon, Georgia. The original was especially attractive and striking, being printed in orange and black on yellow stock. Dotted rules above and below the squared groups and the solid oval ornament under the monogram were in orange.



Program

Organ Prelude . . . . . MISS RUTH MABEE
Organist Central Presbyterian Church

(a) Rustic March . . . . . *Tawgish*
(b) Meditation . . . . . *Stanger*
(c) Caprice (The Brook) . . . . . *Dethier*
(d) To Spring . . . . . *Grieg*

Processional—*Twilight March* . . . . . GUILMANT

Invocation . . . . . REV. WARREN S. STONE
Pastor First Presbyterian Church

Violoncello . . . . . HELEN BATTAGLI CROSETT

(a) Oriental . . . . . *Cui*
(b) Minuett . . . . . *Beethoven*

Address: "*Education in the New Era*" . THOMAS F. MORAN, Ph.D.
Professor of History and Economics Purdue University

Violin Solo . . . . . SUSAN M. TOMPKINS

Adoration . . . . . *Borowski*

Presentation of Diplomas
ROYAL BAILEY FARNUM, *President of Mechanics Institute*
WILLIAM H. BRIGGS, *Vice-President of Board of Directors of Mechanics Institute*

Benediction . . . . . REV. C. WALDO CHERRY,
Pastor Central Presbyterian Church

Music: Organ. *Pilgrims' Chorus* . . . . . WAGNER

Conventional but pleasing program. Composition by The Rochester Bureau of Printing, Rochester, New York.

the center from top to bottom). The same group is centered horizontally as to its limits and not as to its weight. The fact that the right side is heavier than the left side makes the whole card "heavy," as it were, on the right side. The harmony between the two types is not pleasing. The text is of condensed shape and is of quite a fancy design, whereas the block letter is somewhat extended and is severe in design. The red ink on the dark brown stock does not show to good advantage. We believe if you will change the arrangement as suggested and use white stock, or a light tint — say buff — the appearance will be greatly improved.

BRACE B. BELL, East Chicago, Indiana.— Considering that it is the work of high school students, *The Anvil*, the school annual, is satisfactory. For a commercial plant product the presswork, especially on the halftones, would be considered very poor. We suspect that your rollers were old, and perhaps lifeless, although this does not excuse the lack of impression and the fact that entirely too much ink was carried. We note that the full page group halftones running the long way of right-hand pages are incorrectly placed. On left-hand pages the top of the cut should be at the margin and the title next the binding edge, but on right-hand pages it should be the opposite — the top of the cut should be at the center and the title at the margin. Where two such plates appear on facing pages, as on pages 46 and 47, one must turn the book all the way around to look at the last in an upright position. Even when there is no such cut on the left-hand page, an awkward and backward turn is necessary to get the illustration upright before the eyes.

S. D. WARREN COMPANY, Boston, Massachusetts, manufacturers of fine printing papers, have hit upon a

most effective way to advertise the various brands of paper they manufacture. It is by mailing out samples of actual jobs that have been produced with Warren brands. When a printer purchases a large lot of some special brand the Warren people order, we presume, an extra run for their own use as advertising. To the printer or advertiser who is in the market for paper for a particular purpose this method of sampling is a great help, as well as a certain guaranty, for it shows just what results may be expected from a paper under actual conditions and without special effort in the selection of forms and workmanship. THE INLAND PRINTER has been favored with a collection of these sample forms — booklets, catalogues, letterheads, etc.— the product of both well known concerns of large size and of smaller concerns not so well known. They are of uniform high quality and thereby demonstrate what may be done with the papers under different and sometimes difficult conditions. The samples are not confined to the more expensive grades of Warren papers, either, one especially good sample being printed on a machine finish book.

ANOTHER fine collection of the distinctive hand lettered advertisements of L. Strauss & Co., Indianapolis, Indiana, has been received from the designer, Edward J. Herman, of the advertising department. Those received were published during the recent convention of the Associated Advertising Clubs of the World, and are the same kind of proofs that were distributed among those advertising men who attended the convention. One of the specimens is reproduced on this page. No more characterful advertising is appearing today, and we doubt if any appears that is more productive.

River News, Rio Vista, California.— We have always considered a miniature reproduction of a strip off the top of the first page of a newspaper excellent as a letterhead design for that publication and its publishers. When the headings at the tops of the columns convey interesting information about the town, or even when they are "faked" as on your heading, calling attention to the advantages of advertising, etc., considerable effectiveness is added. When the strip from the paper is printed over a solid tint in light color the effectiveness is further heightened. Happily, you have taken advantage of all these possibilities, and your letterhead is therefore very striking and effective. The cleverness with which you have adapted the design for use on your checks is also commendable.

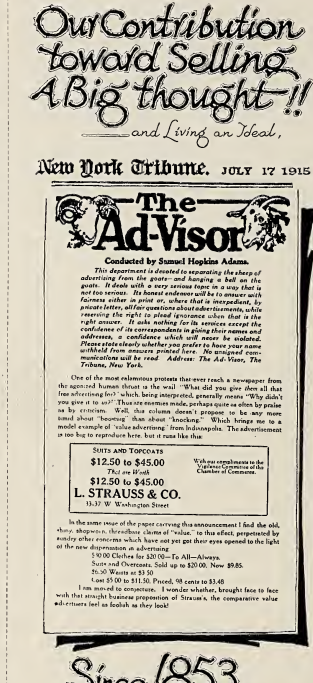
WILLIAM EDWIN RUDGE, New York city, examples of whose fine printing have often been reviewed and reproduced in these columns, has gone into the printing of fine books, to which he gives the same intelligent attention as he gave to the smaller work we have received from him in the past. An attractive hard bound book, "Constructive Anatomy," for art students has been received by THE INLAND PRINTER recently. The board backs are covered with deep green Italian hand made paper, the title being stamped in gold from an attractive design. A green cloth of a deeper shade than the paper on the sides is used for the back and over the hinges. Margins and typography, of course, are wholly pleasing, and the book is representative throughout of the finest art in printing.

A HIGH SCHOOL ANNUAL, printed in a school print shop, that is wholly unusual in so far as such publications go has just been received from the South High School, Grand Rapids, Michigan. The point of distinction is in the quality of the presswork. It is not unusual to receive a school-printed annual that is thoroughly satisfactory in typography and design, but it is rather unusual to receive one on which the presswork is up to the standard of the better class commercial plant product. That is where the one from Grand Rapids stands out from the ordinary. The many halftones are admirably printed, as, of course, is also the text. A most attractive feature is the printing of a book mark on the front end leaf made of Sunburst cover stock, light weight. The attractive design embodying the copy "Ex Libris" and the monogram "S. H. S." is printed in deep blue and red over a tint block impression in white, the stock of the end leaf being a pale brown with a faint green hue. The composition of advertisements is also excellent, good taste being exercised in the selection of type and in its arrangement.

FROM the Printing Department of the Vocational School for Boys, New York city, comes an interesting collection of small forms, composed mainly of title pages, programs, cards and the like. On the whole the specimens are of a high order of excellence, reflecting considerable credit on the instructor, John E. Mansfield. Especial praise is due for the pleasing styles of light face types used. The only fault of a serious nature is the rather needless practice of underscoring prominent display lines with rules printed in color. No one denies that underscoring aids emphasis, but when such emphasis is applied to lines which by reason of their size and position in the display already have sufficient emphasis, and when that underscoring effects a crowded condition, we consider it advisable to discard the use of rules. We do not insist that underscoring should not be done, we are simply warning readers that they should make sure that the emphasis it provides is necessary.

THE VICTOR PRINTING COMPANY, New York city.— Your letterhead is striking, effective and fairly pleasing. We consider the city and street address lines too large, and that the letterhead would have been more inviting — and none the less striking and effective — if these two lines were about half the present size and if the lettering were of more nearly the shape of the letters of the name line. The colors used are pleasing and are in excellent harmony. The novel business card, folder style, on the front of which appear an illustration emblematic of the business, and the telephone number, with the conventional copy on the inside page, underneath, is worthy of much praise. The heading for McKinley, Hanrahan & Berkley is satisfactory, although commonplace, but the heading for the Superior Silk Mills is crude. The sausage border, printed in black, which surrounds the sheet is bizarre in the present use, and relegates the conservative type arrangement to insignificance. Spacing is too wide between words of the main line.

GEORGE O. MCCARTHY, Hartington, Nebraska.— Two of the specimens in the last collection sent us merit high praise — the booklet, "What Part of This $14,000,000 Will Your Clients Get?" and the program-menu for the banquet tendered by Mr. and Mrs. O'Furey to the graduation class of Holy Trinity High School. If there is one feature about your work that is especially strong it is originality in obtaining striking and original effects. We are frank to say you sometimes go too far but equally frank in stating that you often score high. These two specimens are of the latter class; both are clever.



This advertisement is reproduced in large size so that it can be read as well as looked at. It appeared for L. Strauss & Co., Indianapolis, Indiana, during the recent convention of advertising clubs. Outside the lettered heading at the top and the big line at the bottom it is a clipping commenting on Strauss advertising, especially as regards truth in advertising.

NEWSPAPER WORK

BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter and stamped self addressed envelope enclosed when reply is desired by mail.

Why Editors Do Not Take Vacations.

One of the most important reasons given by newspaper editors for not taking vacations or attending conventions of interest to their business is that they "have so much on hand to look after"— the county fair is to be held the last week in August, and the editor is boosting that with a special edition and is also one of the directors of the fair; or the local chautauqua is about due and the editor is a pushing factor in the success of that community enterprise; or, the county convention is to be held very near the date he would want to get away, and he must look after the interests of his friends and himself in that convention; or, the Fourth of July celebration in his town depends a great deal on his committee working right up to the minute to make it go; or, a new highway association is being promoted that will put his town on the map for one of the improved through highways in the State, provided they go after it right. He must be there to boost for this or that, so he can not get off for a day or two of newspaper convention. He merely hopes that some time later he can enjoy a fishing trip of a week end and have some fun that way.

Just in the way of emphasizing the important factor the average progressive and energetic editor is in his community, the foregoing is written. The reasons given are not mere imaginary ones drawn for the purposes of this article, but are reasons given in letters from editors with whom we have had business relations in the furtherance of newspaper association work. The editor in the average small town, especially, is really the commercial secretary and the dependable force behind any and every community enterprise. He may not direct or propose or finance such things, but he is the willing pack horse to bear the burdens of the community — he can write the letters, make the trips necessary, do the advertising and publicity work, help pull the wires, lend the influence of his name, of his business and of his newspaper, and then on the appointed day or hour be there himself to see that things go as planned.

And for all these or several of the reasons mentioned he "can not attend the editorial meeting this time," and can not join in the conference called to consider big problems of the business, but he is with the movement heart and soul and "hopes it will be a success."

And what editor in any community is really filling his field if he is not a part, and a prominent part, in all the community movements and enterprises? The one who does not rise to his community needs fails as surely as the one who rises too fast and pushes himself forward too ostentatiously. The small-town community now reaches from six to twenty miles in every direction. All people within an hour's automobile distance are members of the community so far as its celebrations and its extension efforts go. The editor sometimes fails to gage the temper of all these people properly and "gets it in the neck" for being too forward in his efforts, while if he does not get into the push at all and do what he can to help "he is a clam and community dead weight." The discouragement of either situation is lamentable, but can be avoided if the editor thinks of his community and for his community as the community wishes to be thought of and for. It takes some diplomacy to be a successful small-town editor and meet all the requirements. It takes a statesman of ability to please or even satisfy half of his intimate friends in such a community. He must lose none of his business men as patrons and must gain all the countryside as friends.

And when he has done this much — oh, the satisfaction of feeling that life is worth while, is important, is real. He is a community factor to be known and remembered all the generation following, and later, when he is promoted by these efforts and occupies higher positions, or when greater business opportunities have taken him away, there is always for him the most pleasant satisfaction in retrospect — in recalling the names and faces of those old friends of the small community as it continues much in the same old way while he is changing with the times and filling the larger niche in life which his labor and attention and experience as the "community pack horse" brought him to — provided, he made a profit on his business such as he was entitled to.

5-7

Publishers Accepting New Rate Standard.

Publication of the figures on display advertising rates by the special committee of the National Editorial Association has brought newspaper men up with a jerk, so to speak, and many of them have "stopped, looked and listened" to see where they are "at" in this advertising rate proposition and to hear reasons for the changing conditions. The old small-town paper with a 10 cent display rate is no more — at least not among the successful ones. The committee agreed that no paper can be published anywhere now at a profit and give a discount for agents with a display advertising rate of less than 20 cents an inch. And, following that recommendation, any number of smaller papers have promptly adopted the advanced rates which mean future permanence if not success, for them. Then there is the middle class paper with a rate of 22 cents per inch. The rate in the past was regarded as "pretty stiff" in the town. And it was stiff — stiff enough to make the paper self supporting and provide the editor with an income that made him self respecting and entirely respected as a business man in his community. But this newspaper now quotes display rates of 30 cents contract and 35 cents transient, according to the committee's recommendation, with the same confidence and with twice the volume of display business that it used to have. Many small daily publishers who only a short time ago slashed rates to 6 cents an inch to "make a showing" have come out of it. They have seen their competitors making a better showing at 20 and 25 cents an inch, and getting the money for as many issues in a week. The

demand for this advertising is here, but the cost of production has made it a dangerous demand unless the rates charged are commensurate with the cost. The committee's report is the first real or tangible estimate of general display rate costs. It



Forcefully displayed full page advertisement, neatly arranged and well balanced throughout; characteristic of all advertisements in the Scottsbluff (Neb.) *Star-Herald*.

will soon be verified or changed and should have the attention of publishers and be adopted by more than have so far accepted the standard thus provided for them.

The Narrow Column Paper Again.

Another of those seven column papers on a six column size sheet comes to us from Earlville, Illinois. E. B. Tabor is publishing the *Leader* in his town of a thousand population, and feels that he has partly solved the newsprint shortage by this means. THE INLAND PRINTER has heretofore mentioned some very fine specimens of weekly newspapers of this kind at Carrollton, Missouri, and at Spencer, Iowa. To get seven columns on a regular six column size page, 30 by 44 or 30½ by 44, requires some adjustment of the average cylinder press and a change of chases. Very thin chases, with barely half an inch of space in the gutter, and a 12 em column with three point column rules, is the way in which this trick is accomplished. The gain is a column to a page, but this Earlville publisher has made more gain than that, as he tells it: "By making this change I get a column extra on each page, or eight columns in all. By lengthening the columns nearly half an inch and the first page columns nearly an inch, I get fifty-six half inches more, or something like a column and a half, making nearly ten columns extra. Unless there is an extra large run of advertising in this town I can get by with eight pages, and in doing so save just one-third the paper, which with a circulation of 1,250 amounts to $8.37 a week, counting paper at 13 cents, which is the price paid for the last I got."

There is still the difficulty about using plate in such papers, however. The regular news and feature plates sold to newspapers are made only in the 13 em measure, but advertising plates are quite generally now made for 12½ ems, and these can be crowded and cut a little more than that to use in the 12 em paper. Should enough papers adopt the 12 em style to afford a demand for them, news plates of that size would be made by the plate houses. Naturally, and automatically, this reduction in width of columns makes an increase in advertising rates to just the amount of extra inches of space thus added.

To Invest, or to Work and Not Invest?

Young men, and others of some means and good prospects, have asked us about good newspaper propositions, and whether it is better for them to try to purchase newspaper interests at this time or work for wages, and wait. What would you say?

We would say, it depends. It depends so much on so many things. And are the things it depends on real or imaginary? For instance, here is a young man who has sold out an old business, for the purpose of making a promising new connection which afterwards proved to be unpleasant, if not unprofitable.



Clean cut and readable page advertisement containing much matter. From the Scottsbluff (Neb.) *Star-Herald*.

He has broken loose. He is a good printer, a capable pressman and can even operate a slug casting machine to some extent. He has newspaper experience and can write a good local story or editorial and satisfy the average small community. Moreover, he has good habits, is clean and pleasing in every way. He has everything needed in most small communities but money, and of that but about half what he should have. Now, then, should he take on a local newspaper proposition or not, at this time?

Here is a splendid local newspaper in a town of 1,500 for sale. The shop is pretty well equipped, and the paper, which

is alone in its field, is doing a splendid business and is making some money. But it takes $6,000 and a mortgage for as much more to get into this deal. The young man referred to can not handle the whole $6,000 alone, and would have to take on the mortgage for the other $6,000. At the present rate of business in this plant, he could make the $800 annual interest and then have more left than he can earn by working for


THE WHITEWRIGHT SUN

Substantial City Improvements Accomplished And Under Way

Conservative, yet interesting and pleasing, first page makeup. From the Whitewright (Tex.) *Sun*.

somebody else — provided business keeps up and he fits the community. If after he takes on the deal business goes back or he fails to fit, he goes broke. If he wins, he wins twice as much as he invests. If he loses, he is out all he possesses. If he works for wages, he makes a sure living and has the interest on his $2,000, besides having this capital available at some future time.

But — as a good father looks upon a son, he wants the son to succeed in life and in business. He will not encourage him to tie up with a profession or a job where there is no progress. If the son is capable and is fitted by personality and temperament to assume business responsibilities and conduct an establishment of his own, the father does not want to see him tied down to a job all his life unless the job is a big one and will make him independent. It is very much the same when one is advising a young man or a friend in a business deal. Looking to the future, is the present a good time for a young man with nothing more than average ability and a few thousand dollars in cash to invest all he has in business at the high tide of a business boom, or take upon himself the arduousness and drudgery of a job, and make a sure thing of it?

We can see many things in this connection that we fear the inquirer may not see, and yet he may see and know many things that we do not realize in connection with his own personality and ability.

Citing this as an average and not very complicated case, what would be your advice in an inquiry of the kind?

Observations.

It is better to be six months in advance of changing conditions than to be six months behind them — and pay by the day for each month of delay. If you have a newspaper organization or association, its officers should be doing the scouting to show you the way. You can not take time to investigate or think out the problems of the wider field alone.

Apologizing for increasing advertising and subscription rates at this time is a crime. The clothier who charges his old and valued regular customers 35 cents for a collar, when it costs him only 15 cents, does not apologize for it; the cafe does not apologize for charging you 10 cents extra for potatoes after a lifetime of serving them for nothing when ordered with meat; your laundryman did not apologize or ask your consent when he soaked you 5 cents each for laundering your collars. They just figured they had to have the price to make a good profit, and if they had to have it you have to pay it. Within reason, the public will pay what it has to pay; that is evident in the printing business and newspaper line as in other lines.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

St. Peter Free Press, St. Peter, Minnesota.— We have commented on the excellence of your paper before, and we find the latest copy sent us up to the standard of past issues in all respects.

The Whitewright Sun, Whitewright, Texas.— Presswork is excellent and the makeup of your first page is interesting, neat and well balanced. Advertisements are simply arranged, effectively displayed and readable in a high degree. We have no suggestion whatever to make along the lines of improvement in the appearance of the paper.

East Hampton Star, East Hampton, New York.— The first good thing we note about your paper is the excellence of the presswork. Then we note the interesting, pleasing and well balanced makeup of the first page, which has a distinctive look because of the unusual style of the name line at the top and because of the box heading in the two central columns. There is a sufficient amount of good local news matter, and the advertisements, while in no sense unusual, must be considered satisfactory.

Scottsbluff Star-Herald, Scottsbluff, Nebraska.— At the start let us compliment your ad. men on the excellent work they did on the fine edition of May 4. No paper that has reached us this month carried better display advertising. The pressman kept pace with the ad. men, the print being delightfully clear and readable. As a matter of fact, the paper is exceptional in all respects save the placing of advertisements on some pages here and there without semblance of order, although on other pages makeup is excellent, as it is on the first.

The Como Herald, Como, Texas.— Considering that you publish only four pages of six columns it is asking too much to suggest a clean first page. However, we will suggest the placing of a minimum number of advertisements on that page and that those be placed toward the bottom, leaving the tops of the columns for headlines over your longer and more important news items. Advertisements are excellent in all respects, the ad. compositor having the good judgment to select one or two important points in each and to give them emphatic display. The use of rules for border, and quite generally the same type of rules, adds much to the attractiveness of the paper. Presswork is also good, although somewhat pale in spots.

The Sisseton Courier, Sisseton, South Dakota.— We commend you and every one on the force on the excellence of your paper. The makeup of first page, the printing and the editorial work are the especially strong features. The large number of short personal paragraphs should make the paper very popular with its readers. Composition of advertisements is satisfactory. Our only suggestion for needed improvement is in the arrangement of advertisements on the pages, these being generally worked to the corners and otherwise placed without order or system. We suggest the pyramid makeup as a desirable method. It gives to the pages an effect of systematic order and emphasizes the amount of reading matter. It is explained in another paragraph of this department.

Anchorage Daily Times, Anchorage, Alaska.— Your first page is the "loudest" we have seen in many months. There is absolutely no excuse for the use of so many large headings except, perhaps, the poor one of filling the space in the absence of sufficient reading matter. The idea that headings make the paper appear interesting does not hold good when carried to such an extreme as in the *Times*. In addition, they actually make the paper hard to read because of the effect of confusion they create. Another point: When items of ordinary importance are "sold" as important news by large

and bold headlines, the customers, your readers, are bound to feel that they have been "stung." Furthermore, when exceptionally large headlines are placed over unimportant news you have nothing in reserve to give proper emphasis to a big story when it does break. The remainder of the paper is quite satisfactory, the presswork being especially good, as is also the display of advertisements.

Brown County Journal, New Ulm, Minnesota.—Much praise is due the publishers for the remarkable "Booster Edition" issued June 12. Containing thirty-six seven column pages, it is well filled with fine display advertise-



Admirable first page of an excellent newspaper, the *Brown County Journal*, New Ulm, Minnesota. The news headings, symmetrically arranged over the page, are of an exceptionally good style.

ments and especially interesting text, mainly along booster lines. As a whole, the paper gives an excellent impression of the community. We can see no opportunity for improvement in the presswork, in fact the remarkable results secured from comparatively fine screen halftones on the rough news print merit high praise. The advertisements are exceptionally well displayed, excellent choice being made of lines for emphasis, which are brought out effectively. Where Cheltenham Bold is used for the display throughout an advertisement the effect is wholly pleasing, but we regret to note lines in extra condensed block letters sprinkled here and there through the advertisements. Such letters, while appropriate for the main lines of news headings, are unattractive when used in advertisements, and in the advertisements you sent us, contrast disagreeably with the very pleasing Cheltenham Bold also used. The variety of decorative borders used also detracts somewhat from the general appearance of the pages. Plain rules are the best for borders, and when consistently used in a paper make it most pleasing. We also suggest that you follow the pyramid style of makeup in the arrangement of advertisements, which is explained elsewhere in this department.

The Western Star, Coldwater, Kansas.—Excellent presswork is the outstanding feature of your paper, which also has the appearance of being ably edited, if we can judge from the amount of news matter contained in the issue, and without reading it. We believe you could make the news appear to better advantage, that is, more interesting, if you would use larger headings, at least over the more important items on the first page. We regret that you see fit to run display advertisements on the first page, and especially at the top of that page. Generally speaking, the advertisements, while not as exceptional as the presswork, are satisfactorily handled, especially commendable features being the simplicity of their arrangement and their legibility. If they are weak — which is somewhat questionable, considering the nature of the publication — it is in display force. Although the arrangement of advertisements on the pages is good as a whole, and the reading matter is quite well massed, the appearance of the pages would be more pleasing if the arrangement of the advertisements thereon were in better and more systematic order. The pyramid makeup is especially desirable. It not only provides a systematic and orderly arrangement, but brings the reading matter into one mass in the most convenient position for the reader, the upper left-hand corner of the page, where the reader's eyes naturally fall first in turning to each new page. The pyramid, as may be gathered is the building up of the advertisements from the lower right-hand corner of the page, with the largest in the corner and the smaller displays arranged around it so as to form, in a general way, a triangle or pyramid.

Edinburg Valley Review, Edinburg, Texas.—You publish a fine newspaper — in fact, all features considered, one of the finest we have examined in some months. The first page is well balanced and very interesting although we think it would be improved if the main decks were composed of two rather than three hand set lines. This change would not alter the balance or make the paper less interesting, but would make it neater and more pleasing. We consider the headings too large for a paper of local circulation, that is, one not sold from news stands, also taking into account the nature of the news matter — largely local and generally not of events happening on the day of publication. While the display and arrangement of the advertisements are good their appearance would be improved if type of the same shape were used for the display lines. To use extended and condensed types in the same advertisement results in a displeasing and inharmonious effect. The appearance of the pages would be improved if the advertisements thereon were arranged in a systematic manner according to the pyramid makeup. We doubt whether corner positions, isolated, or largely isolated, from other displays have the advantages generally accorded them. In the first place we must start out on the premise that the subscriber takes a paper for the news that is in it. That being the case, he is going to read the news matter first. The advertisements in his direct path



Specially designed first page, first section, of the "Booster Edition" of the *Brown County Journal*, New Ulm, Minnesota. A special first page such as this lends distinction, value and importance to a big number.

are therefore likely to be passed over. If the advertisements are grouped in the lower right-hand corner of the page, according to the pyramid makeup, the reader concludes the news matter, and is then in a good frame of mind to give the advertisements interested attention. We admit that this is the writer's opinion of the psychology of makeup and that it has been disputed by more competent judges than himself, although championed by judges equally as competent as those who oppose it. None will deny that the orderly pyramid makeup improves the appearance of a paper, and with the opinion regarding the merits of the pyramid makeup and the scattered makeup about equally divided, it would seem that on the whole the pyramid is the most desirable. Publishers who desire to adopt the pyramid makeup for its advantages, and in order to emphasize, as it does, the amount of news in the paper, will find the arguments here given in support of it effective in winning over to their viewpoint those advertisers who oppose it. We know of cases where no difficulty was experienced in "putting it over" and the publishers who did so were afterwards pleased, as it eliminates all arguments regarding positioning of advertisements.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading.
Items for this department should be sent before the tenth day of the month.

Topeka Man Heads Stationers.

Charles L. Mitchell, secretary and sales manager of Crane & Co., Topeka, Kansas, was recently elected president of the mid-west division of the National Association of Stationers and Manufacturers. Mr. Mitchell is a prominent organization man, and the association is fortunate to have so active a member at its head. His articles in the trade journals have given him a reputation as an authority on printing and stationery affairs.

Veteran Press Designer Dies.

Alonzo W. Weseman, who was mechanical superintendent of the printing press factory of Walter Scott & Co., Plainfield, New Jersey, since it was established in 1884, died suddenly at his residence in Plainfield, June 22. He was recognized as an authority on the design and construction of printing presses. The first tiered type of newspaper press was built under his supervision, as well as color presses now used throughout the world.

J. S. Thompson Visits Chicago.

The Inland Printer recently received a visit from its good friend and former contributor, John S. Thompson, who has been sojourning in California since selling out his interest in the Thompson typecasting machine, of which he was the inventor. Mr. Thompson expects to remain in Chicago for a while, where he will be engaged in the work of perfecting his designs for a new lead, slug and rule caster, which he says will be the fastest machine of its kind on the market. The new machine is being designed to cast one point leads and up to eighteen point slugs.

C. R. & W. A. Nelson in Temporary Quarters.

Pending the completion of their new building at 225 North Michigan avenue, Chicago, C. R. & W. A. Nelson are now temporarily located at 306 North Michigan avenue. The activity of this organization is farther reaching that some of its friends are aware. First-class service and prompt deliveries are offered on the following items: Loose leaf metal parts, loose leaf binders, loose leaf index tabs, special ruled and printed forms, paper punching machinery, special machinery for loose leaf purposes, special tool and die equipment.

It is now possible for many of the trade to make their own loose leaf binders with the aid and coöperation this firm can give. The members of the firm offer to help their friends work out ideas and problems in loose leaf supplies. The experience of thirty years in this line eminently qualifies them as experts.

Jay O'Donnell Meets Buster Brown.

Those who attended the advertising convention at Indianapolis will undoubtedly recall the familiar figure of Buster Brown,



Jay O'Donnell and Buster Brown.

who, with his dog, was frequently found around the convention hall and the hotels. Buster, be it known, represents the Hamilton-Brown Shoe Company, makers of Buster Brown shoes. The accompanying picture shows Buster as he is in real life, without his makeup, the big fellow being Jay O'Donnell, the representative of the Miller Saw-Trimmer Company for the States of Indiana and Michigan, who was evidently trying to sell Buster a Miller feeder.

Cincinnati Printers Incorporate.

The H. Neiman Company, located at 937-941 Central avenue, Cincinnati, Ohio, was recently incorporated with a capital stock of $25,000. The firm occupies the second, third and fourth floors at this address, where may be found complete automatic cylinder, bindery, linotype and mailing departments. Harry Nieman, general manager, and his six sons are the incorporators of the firm, one of the largest of its kind in Cincinnati.

Press Congress Meet Postponed.

Dean Walter Williams of the School of Journalism of the University of Missouri, president of the Press Congress of the World, announced recently that the Executive Committee of the congress, in conference with the New South Wales Government, has reset the time of the congress for March and April, 1921. Various conflicting world meetings and other apparently unavoidable conditions for the present year made the postponement of the congress sessions appear desirable both to the host Government and the Executive Committee. Appointments of delegates heretofore made will hold for the 1921 session. Particulars of the new program will be announced later

W. J. Hartman Heads New Bank.

W. J. Hartman, formerly president of the W. J. Hartman Company, Chicago, and well known all over the country through his years of activity in printing trade associations, is to be president of the new Transportation Bank of Chicago, which is in process of organization. The institution is to be located in the Transportation building in the heart of Chicago's printing district. Other men, prominent in printing circles of the city, who appear on the directorate of the new bank are: W. F. Donohue, president of M. A. Donohue & Co.; W. E. Dwight, president and treasurer of Dwight Brothers Paper Company; W. H. French, president of Barnhart Brothers & Spindler. The project has met with the approval of the business men of the district, and will be a distinct asset to the neighborhood.

Electrotypers to Meet in Menasha, Wisconsin.

The annual convention of the International Association of Electrotypers of America will be held at Menasha, Wisconsin, September 9, 10 and 11, 1920. The Hotal Menasha has been selected as the convention headquarters, the business sessions to be held in the spacious rooms of the Menasha Club. The Hotel Menasha and the Valley Inn, at Neenah, Menasha's sister city, a few blocks distant, afford ample hotel accommodations for those attending the gathering. President Timmons is arranging an interesting and complete program of committee reports, papers to be read by men prominent in the electrotyping industry, short and informal talks by those familiar with the problems confronting the trade, and general discus-

sion of these by all present. L. W. Claybourn, chairman of the local committee, is making arrangements for an elaborate entertainment program, and in this he is being aided by the Menasha Chamber of



Employees of the Miehle Printing Press & Manufacturing Company at Patriotic Exercises, May 6.

Commerce and by the prominent citizens of the city. It is proposed to make this the most attractive meeting ever held by the electrotypers, and a large attendance is assured. Printers and others interested will be welcomed, and many will doubtless be present, since many of the problems of the electrotypers are also those of the allied trades, and mutual benefit should result from the consideration of these from both angles.

Miehle Company Training Employees for Citizenship.

Eighteen members of the citizenship class of the Miehle Printing Press & Manufacturing Company, Chicago, recently received diplomas showing that they had passed the examination given by the officials of the Naturalization Bureau. The class was organized in March with twenty-six men from the Miehle plant, and meetings were held on Monday and Thursday evenings after working hours from 5:15 to 6 o'clock.

Patriotic exercises were held on the evening of May 6 for the purpose of awarding bronze buttons to the employees who had attended eight consecutive sessions of the class. The presentation was made by William Saxon, superintendent and general manager of the Miehle plant. Twelve employees, shown in the two front rows of the accompanying illustration, received buttons. Over two hundred workers attended the exercises, and a number of officials of the company, as well as others interested in the work of Americanism, were present.

Lithographers Start Fund for Education.

Lithographic technical education received a decided boost recently when a resolution was passed by the National Association of Employing Lithographers which provided for an assessment upon its members to create a fund to be known as the Technical Education Fund. This fund is to be under the control of the board of directors, and a committee of five will be appointed by the president to devise a plan for the development and advancement of lithographic education. Following this action taken at the annual convention, an announcement was made of a number of gifts by several members for the purpose of educating men for the lithographic industry. Nine thousand dollars, ranging in amounts from $5,000 down to $500, was contributed. The cause of technical education commenced by the Ohio Mechanics Institute at Cincinnati will, by reason of these gifts and by the amount to be raised by assessment, be enabled to make a long forward stride. It is the hope of the members of the association that the committee in charge of the work will be able to undertake educational work in several different parts of the country.

Officers for the ensuing year are Earl H. Macey, president; William S. Forbes, vice-president; R. L. Saunders, secretary, 39 State street, Rochester, New York; Thomas H. Blodgett, treasurer.

Hansen Employees Have a Day of Play.

The employees of the H. C. Hansen Type Foundry, Boston, are known as faithful workers, but even they enjoy a period of recreation now and then. Accordingly, on July 3, over a hundred employees from the Hansen factory hied themselves to the Villa Napoli, Nantasket Beach, for an outing. Prior to the war this had been an annual affair, but during the war it was decided to forego the pleasure. This outing, therefore, was looked forward to with more than usual joyful anticipation.

The weather man tried to dampen the ardor of the fun seekers, but he was unsuccessful, as they were able to run their sports before the real downpour took place. A "jazz" orchestra, which accompanied the crowds to furnish dance music, made the rain of the afternoon entirely unnoticed.

At 1 o'clock the party enjoyed one of the fish dinners for which the Villa Napoli is famous. Special favors of fancy hats and noise making balloons, candy and song sheets added much to the enjoyment of the dinner.

Following an afternoon of dancing, everybody went home feeling that the outing of 1920 was one of the best they had ever had.

New Home for International Tag Company.

The International Tag Company has recently moved into its new home at Carroll avenue and Whipple street, Chicago. The new factory, as will be seen from the accompanying illustration, is of fireproof construction, four stories and basement. Among other features provided for the comfort of the employees is a sanitary cafeteria where food will be served at cost, also a series of shower baths, a recreation room, etc.

In addition to manufacturing a general line of tags, the company has lately introduced a novel tag known as the "Duo-Safety" shipping tag. It resembles an



Offices and Factory of the International Tag Company Recently Completed at Carroll Avenue and Whipple Street, Chicago.



The two illustrations on this page show the two floats representing the progress of printing, which were prepared by the Typothetæ and the Typographical Union of Indianapolis, Indiana, for the Centennial Parade, held on Monday, June 7.

ordinary tag in appearance, but has a reinforced stub designed to carry the name and address of the sender of the package on which the tag is used. The portion containing the address of the consignee may be mutilated or torn off in transit, but the safety stub is said to always remain attached. While the first cost is possibly greater than for tags of ordinary style, the difference will doubtless be made up in better service to customers as well as a saving in transportation losses.

Typothetæ to Discuss Labor and Paper.

The present industrial situation and the paper problem are to receive special consideration at the annual convention of the United Typothetæ of America, September 13, 14 and 15, at St. Louis. As the leading organization of employing printers, the consideration by the Typothetæ of the present industrial situation will be observed with interest by every one connected with the printing trade. The paper shortage is likewise a question of great importance. Prominent speakers of authority will be present to help the printers grapple with one of the most perplexing problems that has ever been faced by the organization. These two subjects — labor and paper — are of vital interest to every employer, and many who are not members of the organization will doubtless attend the convention. Arrangements are being made to care for a record breaking crowd.

The story of the remarkable growth of the Typothetæ will be of interest to the members as well as to others. This will be handled by men prominent in the work of the organization who have been in close touch with its affairs.

The interesting printing exhibit which was shown by the American Institute of Graphic Arts in New York city during the month of May will be a prominent feature of the convention. Another attractive exhibit will show the service available to members of the United Typothetæ of America.

Printers who expect to attend the convention should make their reservations direct to the hotel at which they expect to stop, and as a large attendance is expected it is advisable to make them as early as possible. Inquiries as to hotels and accommodations may be addressed to the national office of the United Typothetæ of America, 608 South Dearborn street, Chicago, Illinois.

Charles Francis on World Tour.

Charles Francis, president of the Charles Francis Press, New York city, and author of "Printing for Profit," is to make a trip around the world as the special representative of Hon. W. B. Wilson, secretary of labor. Mr. Francis will make this tour with a view to rounding out a life of usefulness and a career of great activity, especially in regard to the pleasant working out of problems between employer and employee.

In addition to carrying a commisson from the secretary of labor, he will be an accredited representative of the American Federation of Labor, and of the Allied Printing Trades Association (union), also of the United Typothetæ of America, the latter for such matters as may be of interest to this organization and its closed shop division, as well as the Printers' League of America.

After a brief speaking tour en route to the western coast, Mr. Francis will sail from San Francisco on August 21, touching the Hawaiian Islands, and arriving in Japan on September 7. After spending some time in Japan he will visit Korea, Manchuria, China, the Philippines, Australia, Tasmania, New Zealand, Chili, Argentina, South Africa, France, Switzerland and Great Britain, for the purpose of investigating labor matters and to seek a solution, in so far as it is possible, of the labor question.

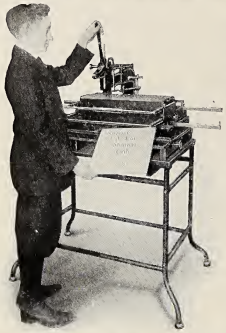
Mr. Francis will be accompanied by his daughter, Mrs. Lillian Francis Fitch, who will also do some active work with reference to vocational training as it relates to the welfare of the pupil in public and private academies and schools.

A Typewriter for Signs and Show Cards.

Nearly every printer has had an occasional order for signs or show cards which demanded large type in greater quantities than he had



in his cases. Or, possibly, he has printed a few signs for a customer which, on account of the short run, made a costly job for the buyer. In order to overcome these difficulties, a mammoth typewriter has been



The "Printasign," a Machine Designed for Printing Window Cards and Signs, One Letter at a Time.

invented which will print large type on cards, one letter at a time, just as a regular typewriter does with smaller letters on paper. The "Printasign," the perfected machine, is illustrated in this department. It makes use of the plunger instead of the bar lever principle for printing each letter on the card.

On short runs of window cards, the jobs are said to be more easily handled if run on the "Printasign" than if printed on a job press. The machine will handle work ordinarily done with a hand stamping or stenciling device, but the finished product is more attractive, since the alignment of the type is perfect and the inking and printing uniform.

In addition to giving full directions for the operation of the machine, the manufacturers offer to show the purchasers how to attract customers and what to charge for the work. Complete information may be had by writing to the Printasign Company, 700 Fortieth street, Chicago.

Unique Press Installed by Express Printery.

A specially designed press for the production of express waybill forms has recently been built by the Meisel Printing Press Company, and has been installed in the private printing plant of the American Railway Express Company, 515-527 East Seventeenth street, New York city. A writer in the *Express Gazette*, in commenting on this remarkable piece of machinery, has this observation:

"We say 'making' advisedly, for the new press performs no less than sixteen operations at one time and turns out the new waybill form with its many parts, imprints, perforations and carbonized sides, all in the twinkling of an eye. The rolls of paper at one end of the big machine reach into the closely working cylinders of the press and disappear like lightning inside. At the other end of the machine, complete waybills are turned out in finished shape, with the rapidity of a newspaper press."

This press was designed to meet the need for a machine to handle the forms made necessary by the new waybill system adopted last December. Previous to the installation of the new press from three to six operations were necessary to produce a waybill form complete. Waybills are required in tremendous quantities, in fact, an initial order of 150,000,000, or about six months' supply, was placed with outside printers when the new system was adopted.

F. H. Travis, superintendent of printing, and A. W. Jones, foreman of the printing plant, were active in coöperating with the Meisel engineers who designed the press and supervised its construction, as well as the installation in the company's plant.

New York Master Printers on Educational Trip.

Master printers of New York combined pleasure with business on their annual educational trip on June 21 and 22. A moonlight excursion up the Hudson river to Albany, followed by a trip to Holyoke, Massachusetts, by special train, was enjoyed by the two hundred and thirty-five printers and their friends who made up the party.

On Monday evening, the 21st, the party left on the steamship Morse for the first lap of the journey. Tuesday morning after breakfast on the boat, the party took the train for Holyoke, where they were to be the guests of the American Writing Paper Company for that day. Part of the trip was made through the famous Berkshire Hills of Massachusetts, and this was one of the interesting features of the excursion.

The special pulled in a little after noon at Holyoke, where the party was met by a number of the American Writing Paper Company's men and taken to a local hotel for luncheon. After luncheon and a brief rest the visitors were divided into three groups and were shown through two of the paper mills and through the research laboratories of the American Writing Paper Company.

The climax of the trip was reached Tuesday evening when the entire party, accompanied by officials of the American Writing Paper Company, were taken to the summit of Mount Tom, near Holyoke, in special trolley cars and automobiles. Here dinner was served and entertainment provided for the guests. The Mayor of Holyoke formally welcomed the printers to the city, and he was followed by E. F. Eifert, president of the Master Printers' Association, who responded on behalf of the members of the party, and referred to the visit as "one of the most memorable" in the lives of the members of the association.

Other speakers were: B. E. Hutchinson, treasurer of the American Writing Paper Company; William Green, president of the United Typothetæ of America; George A. Galliver, president of the American Writing Paper Company; George M. Ritterband, of New York, and Dr. R. E. Rindfusz, of the Department of Technical Control of the American Writing Paper Company.

The visitors were then conducted back to their hotels, and left for New York Wednesday morning, arriving home at 2:30 P. M.

Cutting Costs in the Pressroom.

An attractive booklet with the above suggestive title has been received from the Indiana Chemical and Manufacturing Company, 135 South East street, Indianapolis, Indiana. The booklet aims to show some methods by which costs may be reduced and production improved, both in quantity and in quality, without the necessity of additional pressroom equipment. It also gives a list of a number of well known printers, lithographers, box and bag manufacturers and publishers who use the products of this firm.

The Indiana Chemical and Manufacturing Company is possibly better known to the trade as the manufacturers of "Reducol," which has been on the market for some time. Other printers' specialties which are sold with the same guaranty that accompanies "Reducol," include type and roller wash, paste dryer, liquid air dryer, gloss paste, metal cleaner and electrical destroyer.

A copy of the booklet will be sent on request of any superintendent, purchasing agent, pressroom foreman, or any one interested in solving the problems in the pressroom.



Cover Design of Booklet Issued by Indiana Chemical and Manufacturing Company.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY, 632 SHERMAN STREET, CHICAGO.

VOL. 65. AUGUST, 1920. NO. 5

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago.

SUBSCRIPTION RATES.

One year, $4.00; six months, $2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to the Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to test end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN RATES.

JOHN HADDON & CO., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & CO. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. GUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for $1.00. Under all other headings, price is 50 cents per line; minimum, $1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. Cash must accompany order. The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER free to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

FOR SALE—Printing, blank book manufacturing, county supply and municipal auditing concern, doing $200,000 business annually; will sell all or part of business; concern has been established 25 years and has solid, prosperous business; reason for selling is a desire to retire or acquire an active partner on whom a large part of the business management can be placed. G 179.

WANTED—One live, hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

FOR SALE—Only exclusive job office in town of 10,000; doing good business; steady cash customers; good future; warm, dry climate; material in good condition; $1,650 cash. G 177.

COUNTY SEAT DAILY—Central California; growing city of 3,500; full equipment; will pay for itself; $12,000, one-third cash, balance 6 years, 6 per cent. G 142.

FOR SALE—Good established job printing office in Indiana county seat; price $3,500. G 954.

FOR SALE.

RECEIVER'S SALE OF PRINTING PLANT—Pursuant to an order of sale issued by the court of common pleas, of Huron County, Ohio, in the case of The Norwalk National Bank vs. The American Publishers Company, sealed bids will be received by the undersigned receiver, appointed in said case, at his office in Norwalk, Ohio, until Wednesday, August 11th, at 12 o'clock m., central time, at which time said bids will be open for the purchase of the assets of said The American Publishers Company. The property will be sold in parcels as follows: First Parcel—Property covered by the mortgage, not including any of the law department. Second Parcel—That part of the law department covered by the mortgage. Third Parcel—That part of the law department not covered by the mortgage. Fourth Parcel—All the balance of said assets excepting cash and bills receivable. Bids will be received for said parcels separately and separately for all the said assets covered by the mortgage and all of the same not covered by the mortgage. No bids less than three-fourths of appraisal will be considered. Appraisal on file in court and at office of receiver. Terms of sale cash, except that the mortgage bonds of said company will be accepted in payment to the amount they will be entitled on distribution. Bids will be subject to approval or rejection as the court may direct. A. S. PRENTISS, Receiver, Norwalk, Ohio. July 10, 1920.

REBUILT, READY FOR IMMEDIATE SHIPMENT—One (1) Chambers D/16 folder, range 20 by 30 inches to 44 by 62 inches; one (1) Chambers D/18 folder, parallel 32, range 19 by 26 inches to 40 by 54 inches; one (1) Dexter No. 90 Jobbing folder, equipped with four right angle folds, parallels 16 and 32, range from 14 by 19 inches to 33 by 46 inches; one (1) Dexter No. 91 jobbing folder equipped with four right angle folds, parallels 16 and 32, range 14 by 19 to 38 by 52 inches; one (1) Brown D/16 parallel 32, equipped with cover attachments, range 28 by 42 to 46 by 70 inches; one (1) Dexter No. 208 catalogue folder, range 14 by 19 to 32 by 44 inches, equipped with three parallel folds, three right angle folds and parallel 16 attachment. One (1) 9 by 12 inch Sheridan step covering machine, practically new; one (1) 16-inch Marresford tipping machine; one (1) 12-inch Marresford tipping machine; both tipping machines practically new; one (1) 5E Whitlock, bed size 27 by 31 inches, gripped delivery, equipped with latest type Sprague motor, push button controller. WANTED—Sewing machines, cutting machines, folding machines and bookbinders' machinery of all descriptions. GEORGE E. SWEET & CO., INC., Marbridge building, 1328 Broadway, New York city.

FOR SALE—Two Model K linotype machines, both machines practically new and in good condition; both have two magazines and two molds; these machines have been used very little and can be seen running any day; price for either of these machines, $2,000 f. o. b. Lexington, Ky. We also have one set of 8-point mats, roman and black face; one set of 10-point mats, roman and italic faces; one set of 6-point mats, roman with black-face Gothic; one set of 10-point Cheltenham (single-letter mats); we will sell these mats separately or with either of these machines at $35 for each set. We also have a set of 24-point head-letter mats for sale, which have never been used; price, 10 cents each mat. Write for full particulars regarding any of this equipment at once. TRANSYLVANIA PRINTING CO. (Inc.), Lexington, Ky.

Megill's Patent
SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT
Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES



VISE GRIP

Send for booklet this and other styles.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 5,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; four Kidder two-color, 12 by 18 inch, roll feed bed and platen presses; one Kidder 43 by 56 inch all-size adjustable rotary, printing one color on each side of the web, a dandy machine. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 2080.

FOLDING MACHINES FOR SALE — One New Model Brown, takes sheets 33 by 45, 3 parallel and oblong folds, hand fed; also 1 latest improved Anderson, takes sheet 23 by 28; these machines are practically new; disposal necessary to make room for other machinery. Write for price and full particulars. HENRY ALLEN, Manager, Omaha Printing Company, Omaha, Nebraska.

FOR SALE — Two No. 3 Linotypes (7 fonts matrices, 1 extra magazine, plenty sorts), 2 Optimus (25 by 38 and 28 by 42), Dexter jobbing folder (32 by 44), Brown & Carver automatic cutter (38-inch); all in good condition; immediate delivery. W. V. GUTHRIE, 227 Holliday st., Baltimore, Md.

FOR SALE — Printing machinery, two-revolution and drum cylinder presses, paper cutters, Gordon job stitchers, punches, folders, proof presses, etc., new and overhauled; quick delivery. We buy and sell printing outfits, machinery, composing room equipment. Write us today. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

REBUILT ready for delivery; 35 by 50 Campbell, two-revolution four-roller, 43 Optimus, Monotype composing and keyboard, bronzing machine, Colt's Armory, Chandler & Price, cutters, folders, stitchers. GEO. SEDGWICK, Rochester and Syracuse, N. Y.

MONOTYPE CASTER for composition and display with keyboard and equipment of molds, mats, etc.; a bargain for quick sale; will sell separately; can be seen running. GEO. A. FIELD, 528 Chestnut street, Milwaukee, Wis.

FOR SALE — At a bargain, one Autopress in good condition; has run less than one million impressions; reason for disposing of press is that it is not suited to the class of work we handle. HERALD PUBLISHING CO., Albany, Ga.

METAL CARD HOLDERS for marking type cases, electro cabinets, stock bins and shelves for all businesses; send for samples and prices. HADDON BIN LABEL CO., Haddon Heights, N. J.

FOR SALE — One font each 6, 8 and 12 point linotype mats; roman face with Antique Bold; these mats are in first-class condition. A. C. TAYLOR PRINTING CO., Phoenix, Ariz.

FOR SALE — Monotype caster, two Singer sewing machines and one double 16 Chambers folder; all can be seen working and in perfect order. VIRGINIA STATIONERY CO., Inc., Richmond, Va.

FOR SALE — One 44-inch, 38-inch cloth width two-beam Hickok ruling machine; first-class mechanical condition. THE MANUFACTURING STATIONERS, Inc., Phoenix, Arizona.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

FOR SALE — Colt's Armory press, type C, 14½ by 22, A-1 condition, little used. MYSELL-ROLLINS CO., 32 Clay, San Francisco, Cal.

FOR SALE — Established edition bindery in Chicago; at present doing a yearly business of over $100,000. For particulars address G 190.

FOR SALE — Job presses: three 9 by 13 and two 10 by 15 Prouty's, equipped for individual motors; prices right. G 180.

PRINTING PRESS, Cottrell 45 by 82, two revolution; price $1,200. BOX 157, Xenia, Ohio.

HELP WANTED.

All-Around Men.

WANTED — All-around printer; one who can work in composing room, run cylinder and job presses; wonderful opportunities for the right man. Write direct to THE CORTE-SCOPE CO., Connesut, Ohio.

ALL-AROUND PRINTER WANTED — Small job office in ideal city of 10,000; wages about $40; union. KINGSBURY PRINTING CO., Twin Falls, Idaho.

Bindery.

CAPABLE MAN who can take care of folders, stitchers and all other machinery in bindery of printing establishment in large Wisconsin city will find a steady position; in answering this ad state age, married or single references of concerns where employed before, wages expected, etc. G 191.

WANTED — Bindery foreman; capable all-around forwarder, finisher and cutter who is thoroughly familiar with handling loose leaf and office forms for position of working foreman in progressive northern Ohio plant. G29.

BINDERY FOREMAN — Thoroughly experienced on edition, pamphlet and catalogue work, practical in all branches, to set as working foreman of edition and pamphlet bindery, handling high-grade work; one possessing the ability to handle help efficiently and produce work systematically; prefer a man competent to estimate costs and who has full knowledge of all stocks and materials; excellent permanent position for reliable, industrious man; state fully past experience, age, qualifications, salary expected, etc. G 123.

WANTED — An experienced paper cutter to operate fifty-inch new Oswego cutter; permanent position, good wages and pleasant surroundings. SAN ANTONIO PAPER CO., San Antonio, Texas.

Composing Room.

WE HAVE a steady position for a first-class compositor, familiar with commercial work. In applying for the above position state whether union or non-union; give full experience, age, home address, where working at present and references. G 183.

WANTED — Printer, capable of taking charge of small wrapping paper plant, printing paper bags, roll wrapping, etc.; must understand stereotyping; permanent position and good wages. SAN ANTONIO PAPER CO., San Antonio, Texas.

COMPOSITOR WANTED — Steady job, best of working conditions and congenial surroundings; one who can run or willing to learn the linotype; good wages. JOHN R. SMYTH PRINTING CO., Marshall, Mich.

COMPOSING ROOM FOREMAN — One familiar with all classes of printing, especially book and catalogue work; state experience fully, age and salary desired; plant located in Cincinnati. G 176.

WANTED — Compositors and stoneman on high-grade catalogue work; good wages, steady work for competent help; union shop. CASLON PRESS, Toledo, Ohio.

JOB COMPOSITOR as foreman for small shop; good steady position open. Write, BOX 13, Belmar P. O. Pittsburgh, Pa.

WANTED — Reliable composing room foreman; expert typographer. G 184.

Managers and Superintendents.

ASSISTANT MANAGER is wanted by a plant located in a prosperous manufacturing city within 200 miles of Chicago; an opportunity for an ambitious young man with some printing office experience to acquire an interest in a growing business without cash payment; knowledge of bookkeeping not required. G 197.

MANUFACTURING SUPERINTENDENT WANTED — Southern city, modern plant; linotype machines, up-to-date composing room, 2 cylinders, Kelly, 5 platens with Miller feeders, full bindery equipment; must be high-class man and thoroughly capable; union. G 173.

SMALL COUNTRY PUBLISHER and job printer in good field wants business manager; good opening for man of limited experience to grow in. ITASCA IRON NEWS, Coleraine, Minn.

Pressroom.

WANTED — Pressman for Miehle and job presses; northern California city, 15,000 population; job steady; want man desiring to locate permanently; fine for married man; excellent schools and healthy, moderate climate. G 147.

Salesmen.

SALESMAN WANTED to call on printing trade in Chicago and Middle West — to travel about half the time; first-class man only, familiar with pressroom conditions; state qualifications fully; permanent position; salary, expenses and commission. Ink men who can take a very profitable side line in their territory also please answer. UTILITY HEATER CO., 220 Centre st., New York city.

SALESMAN-MANAGER — Wanted for plant in Ohio city of 50,000, unusually well situated; specializes in loose leaf and ledger work; want man with vision and sales ability who knows these lines; company well financed; opportunity to secure stock if desired; unusual opportunity for live-wire man of ability. G 187.

WANTED — First-class photoengraving salesman (not an order taker); one who is not only a salesman but understands the photoengraving business; must be of good personality and full of pep. A. ZEESE ENGRAVING CO., Dallas, Texas.

PROCESS WORK —*and Electrotyping*

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, $0.72, Post-free. Specimen Copy, Post-free, $0.05.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

The Journal for all up-to-date Process Workers *Published by* **A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.**

INSTRUCTION.

LINOTYPE INSTRUCTION — 15 Mergenthalers; day course, eight weeks, $100; 12 years of constant improvement; every advantage; thorough mechanical instruction. Call, write. EMPIRE MERGENTHALER LINOTYPE SCHOOL, 133 East 16th st., New York city.

MISCELLANEOUS.

THE DEMAND FOR MONOTYPE OPERATORS IS ALWAYS ACTIVE — The number of monotypes in use is daily increasing; this affords a chance for live printers and machinists to enter a profitable vocation; the Monotype Company maintains schools in Philadelphia, New York, Chicago and Toronto where you can learn monotype operating in a short time. Apply to the nearest. There is no tuition fee. LANSTON MONOTYPE MACHINE COMPANY.

SITUATIONS WANTED.

Bookbinders.

PERMANENT POSITION by all-around bookbinder with firm willing to pay top wages to a hustler; have executive ability; 19 years' experience in blank book and job work, can not rule; can give references; state salary and exact working conditions. G 181.

Composing Room.

POSITION WANTED as desk foreman of composing room by a first-class printer; thoroughly understands all classes of work, such as catalogues, booklets, loose leaf devices and general commercial work; married; strictly temperate; only first-class firms need answer this as I want to connect with high-grade firm. G 192.

MODEL 9 DISPLAY OPERATOR MACHINIST desires change; experienced at layout work and used to executive position; no bad habits; best health; 17 years at trade; high altitude or near coast preferred, but not essential if good opening offered. G 194.

MONOTYPE KEYBOARD OPERATOR — Five years' experience on all classes of work; also job printer; union. G 198.

Efficiency Man.

EFFICIENCY MAN WANTS CHANGE — Am manager of a plant doing a volume of $50,000 annually and desire to better my condition; am a practical typographer, understand the cost finding system (could install if not already working) and know how to sell printing at a 25 per cent profit; will consider offer from a larger sized plant in a good size town, who needs a man to bring up the quality and volume of their work, and their PROFIT; correspondence solicited and references exchanged before making any change; can also work out a plan to get the printers of your town lined up on a composite statement, and the selling of printing on such a basis; can change on 30 days' notice; would prefer the Middle West or West, but will consider other offers if they hold a future. G 185.

Executive.

A SEASONED and highly efficient executive, with 16 years of tried and proven experience as composing room foreman and complete plant superintendent for two of America's most successful producers of good printing, will be open by September 1 to accept a permanent position suitable to his qualifications; knows every detail of economical production — costs, estimating, purchasing, layout and good composition, O. K. first to final — imposition, margins, presswork and binding; is an untiring worker and a close cooperator with each individual in all departments; can surround himself with skilled mechanics who are not agitators; open shop preferred, but not essential. Address S. E. G., Chas. Belsh Co., 66 Reade st., New York city.

Managers and Superintendents.

SUPERINTENDENT — Do you want a real executive — a man who knows printing, is a practical and not a theoretical printer, understands the lines from start to finish and can eliminate mistakes to a minimum; at present employed but desire a change for the better; prefer Middle West; am not looking for a cheap job; age 48, married. G 196.

AT LIBERTY OCTOBER FIRST — Mechanical superintendent of printing; experienced, efficient man, high-grade references; present firm changing business reason for liberty; will accept position anywhere in United States or Canada as superintendent of factory or foreman of either rotary or cylinder press department. G 186.

EXECUTIVE with university education wants permanent position with increasing opportunities; willing to invest if mutually satisfactory; expert in costs, estimating and production; detailed practical and technical knowledge of commercial, catalogue and publication printing. G 178.

POSITION WANTED by high-grade printer as superintendent of an office doing between $10,000 and $20,000 business a month; one capable of turning out the better grade of work of all kinds; familiar with stock, presswork, etc.; married; strictly temperate. G 193.

FIFTEEN YEARS' EXPERIENCE as printing factory executive; mechanical knowledge gained in country printshop and Chicago shops; would like position with live, growing firm as shop manager; age 37; married. G 175.

EXECUTIVE — Practical in all branches of printing, lithographing and sales is open for position as general manager, or would be interested in taking charge of plant in which, later on, an interest might be obtained. G 195.

WANTED — Superintendency or managership of medium-sized printing plant doing high-grade work; experience and judgment in handling men and work; good references. G 188.

Pressroom.

CYLINDER PRESSMAN, experienced in first-class halftone, vignette, color process printing, desires permanency in vicinity of Boston or an hour's ride of Boston. G 182.

WANTED TO PURCHASE.

WANTED — Secondhand Kidder or New Era roll feed, bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

WANTED — Kidder secondhand machine, 36 by 48 press to print roll wrapping paper, width 48 inches; also secondhand Brannan sheet folder taking sheets 78 inches wide, in first-class condition. Address full particulars, D. K., Room 1254, 200 Fifth av., New York city.

WANTED — We will buy or sell for you your surplus machinery. Send us your list and, if possible, description, condition and price f. o. b. your city. We can handle your complete plant. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

WANTED — 50 to 60 inch Oswego cutting machine, or any other standard make; must be in a first-class condition and of a late serial number. Reply to METROPOLITAN LITHO. & PUB. CO., Dane and Bow sts., Everett, Mass.

PRESSES WANTED — Two four-roller 56 or 62 inch Miehle presses; also three C. & P. jobbers, size 10 by 15, with Miller feeders. CENTRAL PUBLISHING COMPANY, 101 Transportation bldg., Indianapolis, Ind.

WANTED — Miehle printing presses, two-color, No. 3/0 or No. 5/0, and one-color not smaller than No. 2 size; state age, serial number, condition, price, how soon can be shipped, etc. G 189.

WANTED — Matrix rolling machine — casting box — 1,000-lb. metal pot. Write us in reference to any stereotype machinery you have for sale. THE STANDARD REGISTER CO., Dayton, Ohio.

WANTED — Secondhand cylinder; sheet 25 by 38, type 24 by 37; No. 43 Optimus preferred; best cash price. Address J. B. P., Box 246, Hartford, Conn.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED FOR CASH, Harris two-color automatic presses 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plate, strong wording and complete "layout" — new design each month. Write today for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio.

Art and Engraving Service.

WE DESIGN ANYTHING from a label to a catalogue cover; sketches submitted on approval. Write for large folder of designs, it's free. Printing plates furnished. BALDA ART SERVICE, Oshkosh, Wis.

Brass Type Founders.

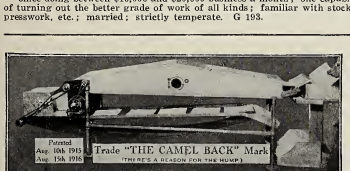
AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Calendar Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black.

CABOT, GODFREY L.— See advertisement.



EMBOSSOGRAPHY

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The art of producing embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street NEW YORK CITY

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BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Halftone or Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Demagnetizers and Ink Dryers.

UTILITY HEATER CO., 220 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses.

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads.

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

Engraving Methods.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, $1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalkotype Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

Job Printing Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers.

UTILITY HEATER CO., 220 Centre st., New York. Gas machines that stop offset and electric troubles, and are safe for all presses.

Numbering Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paneling and Bordering Processes.

HOW TO DO paneling, gold and color bordering in your own shop. Best made and ready to run in three minutes make embossing die out of waste. Write PROGRESS PRINTING CO., Owensboro, Ky.

Paper Cutters.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies.

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printers' Rollers and Roller Composition.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

Printers' Supplies.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Punching Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Rebuilt Printing Presses.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Stereotyping Outfits.

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags.

OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

Typecasters.

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague ave., Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

Wire Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¼ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods.

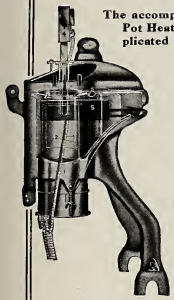
AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Note—Send for Our List

of new and rebuilt CYLINDER PRESSES, ready for immediate delivery.

WALTER SCOTT & COMPANY, Plainfield, N. J.

An Electrical System of Heating Type Metal Pots



The accomplishment of Fort-ified Electric Pot Heaters is the elimination of complicated mechanisms.

Visible connections, sturdy construction and a simple and effective temperature control have made this pot operable under every condition.

Our new daylight factory (just completed) soon will make possible the rendering of prompt service. At present we are several hundred orders behind and we suggest that you place your orders now for fall delivery.

More than two years of successful operation in representative printing establishments, backed by our liberal guarantee, is your assurance Fort-ified Electric Pot Heaters will serve you best.

May we send you particulars?

Fort-ified Manufacturing Company

14th St. and Agnes Ave., Kansas City, Mo.

Osterlind Printing Press Co.

CENTRAL BANK BUILDING

ST. PAUL

Why?

One of the users of the Osterlind Press, Mr. Forrester of Louisville, asks us why this splendid machine is not more extensively advertised and sold.

The reason is that about two years ago the Government of the United States found it necessary to take over the plant of this company at Stillwater, Minn. On account of the press of business the Government has not yet found time to make a settlement for this seizure, which involved 60 per cent of the capital of the company. After some delay the company was allowed to build a new plant, which contains, however, only 20 per cent of the floor space of the old one, and the production of the presses has been barely sufficient to fill the export orders received. The production is now being increased. The selling agency for the territory east of Ohio has been placed with the Gibbs-Brower Company, 261 Broadway, New York. Miller & Richard, Toronto and Winnipeg, are agents for Canada.

Assuring Efficiency from the Start—

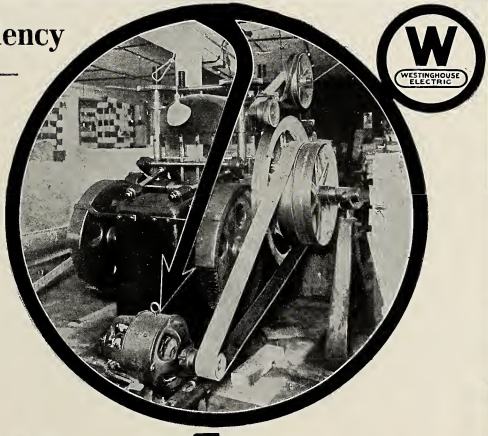
The printer upon installing new equipment naturally feels that he is fully equipped to meet his delivery promises.

This is true only if he has carefully considered the drive and control best suited to fill his particular requirements.

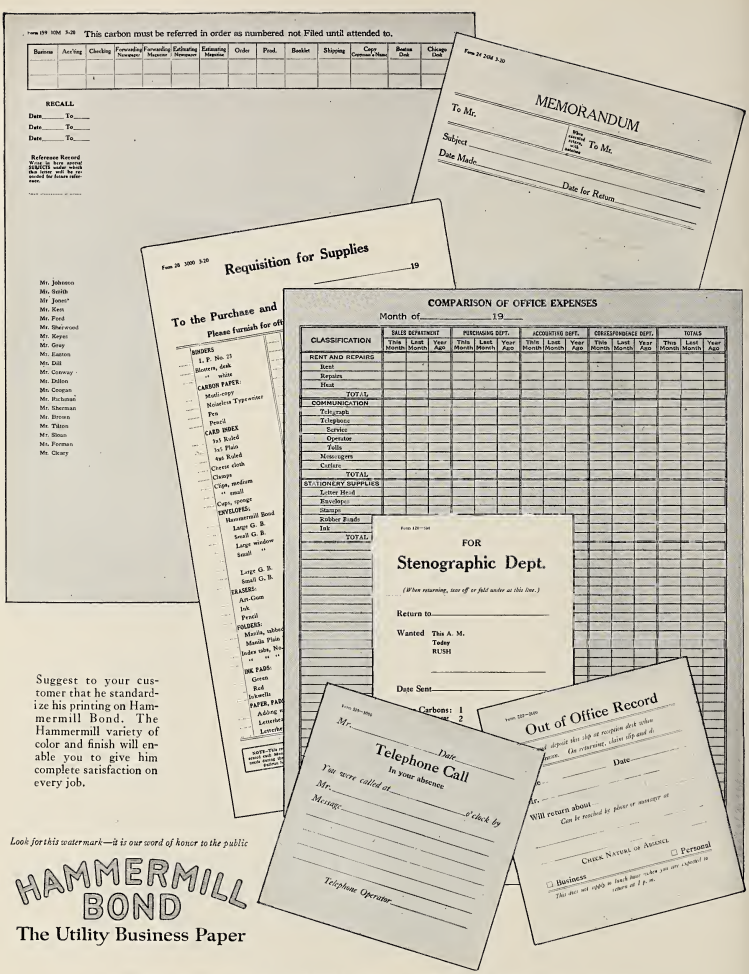
Westinghouse-Cline motors and controllers mean to the printing trade what Westinghouse generating equipment means to the large electric power plants of the world. They assure efficiency from the start and throughout the life of the new equipment.

WESTINGHOUSE
ELECTRIC & MANUFACTURING CO.
East Pittsburgh, Pa.

Sales Offices in All Large American Cities.



Westinghouse



Suggest to your customer that he standardize his printing on Hammermill Bond. The Hammermill variety of color and finish will enable you to give him complete satisfaction on every job.

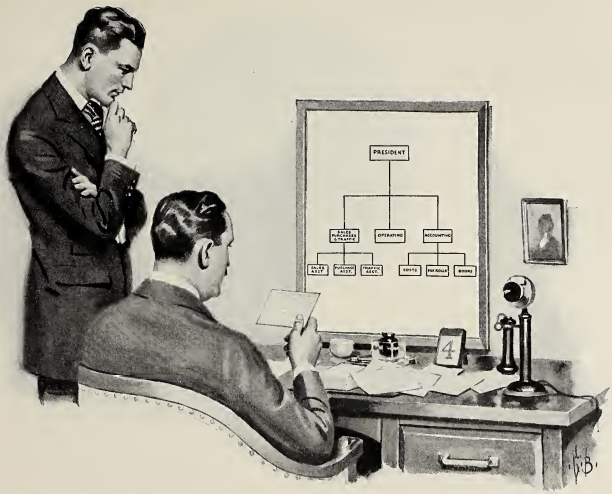
Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

The Utility Business Paper

Hammermill's twelve colors besides white enable you to give different colors to your customer's various forms—the "Signal System" of business. Ask for our free Portfolio, "The Signal System."

HAMMERMILL PAPER COMPANY, ERIE, PA.



Show Him the Forms—
He'll Give You the Work

THERE isn't any better way to get orders for printing than to show a man how printed forms can be used to get more work done, at less cost, in his store, office, or factory.

Give him the forms that will save time, simplify office routine, speed up production—and your presses will be busy turning out the work.

The Hammermill Portfolios which we furnish to printers contain a wide variety of simple, practical, up-to-date forms, applying to many different lines of business.

Are you using these free Hammermill Portfolios in soliciting business? If not, write to us for full information concerning them—or apply to the Hammermill distributor nearest you.

Hammermill Bond is distributed by more than 100 representative paper merchants. Many big business houses use it for all their printing, because of its uniform quality, cleanness, strength—and because it is the lowest-priced standard bond paper on the market. It will pay you to use Hammermill Bond, and to recommend it.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

The Utility Business Paper



"Gosh! I hate to throw that fellow's booklet away"

AS the rain falls alike on the just and the unjust, so does the beautiful booklet as well as the poor, ugly one sooner or later go to the waste-paper baler.

There is no use in perpetuating the silly myth that poorly printed catalogs are chucked into the waste basket and well printed ones cherished forever.

The distinction is much finer than that. There is the good-looking booklet that you just hate to throw away—and don't for several hours or weeks. Even before you do get rid of it, you feel in duty bound to read it.

And sometimes a very poorly printed booklet or catalog is so sensibly written that it is saved in spite of its unattractiveness.

The difference between printing done on Warren's Standard Printing Papers and other printing is not conspicuously apparent. Generally the results are:

A little time saved in the press-room owing to the easier handling of the standard quality paper, and a little expense saved for the same reason

A better reproduction of prized drawings and photographs

A little more legibility of type

A little better folding and binding "performance"

And, as mentioned above, a little longer average life before being laid aside or thrown away.

Always some of these things, sometimes all of these things, you get when you use a Warren Standard Printing Paper. About the only advantage you lose is the doubtful one of driving a sharp bargain with a printer whose help and co-operation can be of value to you.

Examples of the kind of printing any good printer or any buyer of printing may legitimately expect if a Warren Standard Printing Paper is used may be secured by writing us, or by consulting Warren's Paper Buyer's Guide, or the Warren Service Library. These books can be seen in all the public libraries of our larger cities. They are also in the offices of catalog printers and the merchants who sell Warren's Standard Printing Papers.

better paper ooooo better printing

S. D. WARREN COMPANY, BOSTON, MASS.

Warren's
STANDARD
Printing Papers

The Howard Paper Company

URBANA, OHIO

HOME OF

HOWARD BOND

WATERMARKED

THE PAPER THAT STANDS THE TEST
OF ALL STATIONERY REQUIREMENTS

Tear it! Compare it! Test it!

and you will

Specify it!

NEW YORK OFFICE
280 BROADWAY

CHICAGO OFFICE
CONTINENTAL & COMMERCIAL BANK BLDG.

Manufacturers
of Printing
Machinery
and Supplies

Sell in Great Britain!

This long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American-made machinery, equipment and supplies essential or advantageous to the printing, box-making, and allied trades.

We Can Guarantee Excellent Business For Good Products

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

WALKER BROS.

(Usher-Walker, Ltd.)

Engineers and Dealers in Machinery and Sundries for the Printing, Box-Making and Allied Trades

Main Offices and Showrooms, 33 Bouverie St., Fleet St., London (E. C. 4), England



Standardized for Safety

A life-and-death emergency taught us how to build "the bridge to France" by standardizing every unit from keel to funnel. And the war was won. The emergencies of Reconstruction have taught the lesson of building business by standardizing every possible unit of paper on the

BASIC LINE

MADE IN U. S. A.

Basic Bond for business correspondence; Basic Ledger for accounting, Basic Safety for financial transactions; Basic Text for deckle edge brochures; and Basic Covers for every purpose requiring up-standing covers at rock-bottom prices.

The Whitaker Paper Company

HOME OFFICE - CINCINNATI, OHIO

DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.

BRANCH HOUSES—Birmingham, Columbus, Ohio, Richmond, Virginia.

SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, Washington, D. C.

THE WHITAKER PAPER CO. SERVICE

Pressroom Profits

are derived from the money saved as well as from the money made in the operation of the presses. Whether type presses or offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of work of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

NEW YORK: 1102 Aeolian Bldg., 33 West 42d Street

CHICAGO: 506 Fisher Bldg., 343 S. Dearborn Street
BOSTON: 720 Rice Bldg., 10 High Street
PITTSBURGH: 1337 Oliver Bldg., Smithfield and Oliver Streets
ATLANTA, GA.: Messrs. J. H. Schroeter & Bro., 133 Central Avenue
SAN FRANCISCO, CAL.: Shattuck & Bickford, Inc., 345 Battery Street

CANADA WEST	CANADA EAST	MARITIME PROVINCES
Messrs. Manton Bros.	Geo. M. Stewart, Esq.	Printers' Supplies, Ltd.
105 Elizabeth St., Toronto, Ont.	92 McGill St., Montreal, P. Q.	27 Bedford Row, Halifax, N. S.

Reliability Is a Natural Quality of

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Distributors

ALBANY	W. H. Smith Paper Corporation
ATLANTA	Sloan Paper Company
BALTIMORE	Baltimore Paper Company, Inc.
BOSTON	Carter, Rice & Co., Corp.
	The A. Storrs & Bement Company
BUFFALO	The Disher Paper Company
CHICAGO	Swigart Paper Company
	The Paper Mills' Company
CINCINNATI	The Chatfield & Woods Company
CLEVELAND	The Union Paper & Twine Company
DES MOINES	Pratt Paper Company
DETROIT	The Union Paper & Twine Company
HARRISBURG	Donaldson Paper Company
KANSAS CITY	Benedict Paper Company
LOS ANGELES	Blake, Moffitt & Towne
LOUISVILLE	The Rowland Company, Inc.
MANILA, P. I	J. P. Heilbronn Company
MILWAUKEE	The E. A. Bouer Company
MINNEAPOLIS	Minneapolis Paper Company
NASHVILLE	Clements Paper Company
NEWARK	J. E. Linde Paper Company
NEW HAVEN	The A. Storrs & Bement Company
NEW YORK	J. E. Linde Paper Company
	Miller & Wright Paper Company
NORFOLK	R. P. Andrews Paper Company, Inc., of Va.
OMAHA	Carpenter Paper Company
PHILADELPHIA	A. Hartung & Company
	Riegel & Company, Inc.
PITTSBURGH	General Paper and Cordage Company
PORTLAND, ME	C. H. Robinson Company
PORTLAND, ORE	Blake, McFall Company
RICHMOND	Virginia Paper Company
SALT LAKE CITY	Carpenter Paper Company of Utah
SAN FRANCISCO	Blake, Moffitt & Towne
SEATTLE	American Paper Company
SPOKANE	Spokane Paper and Stationery Company
SPRINGFIELD, MASS	The Paper House of N. E.
ST. LOUIS	Beacon Paper Company
ST. PAUL	E. J. Stilwell Paper Company
TACOMA	Tacoma Paper and Stationery Company
WASHINGTON	R. P. Andrews Paper Company
WINNIPEG, MANITOBA, CANADA	The Barkwell Paper Company
EXPORT	A. M. Capen's Sons, Inc., New York
	W. C. Powers Company, Ltd., London, England
ENVELOPES	United States Envelope Company, Springfield, Mass.

WHEN you select a bond paper, you want one you *know* to be of good, honest quality—and one whose quality will be the same every time you order it. Experience has taught you the value of uniformity.

With SYSTEMS BOND, the chance for variation is reduced to the limit. The Eastern Manufacturing Company conducts every step of manufacture from sorting the rags and cutting the logs to packing the finished paper. This not only insures uniformity, but makes possible the production of a rag-content, loft-dried paper at a reasonable price.

A request to any of the distributors or to us will bring you samples.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 FIFTH AVENUE, NEW YORK

Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO



The Watermark of Excellence

This full-page announcement appeared in newspapers throughout the country about July 6. Write for copies of it to send to your principal customers.

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

William Green endorses campaign

The President of the U. T. A. thanks American Writing Paper Company for leading the way in putting the specification of paper up to the Printer

Also acknowledges value of stimulating more cordial relations with customers

FOLLOWING are extracts from a speech of Mr. William Green before the Master Printers of the New York Employing Printers' Association.

"I want to take this opportunity to publicly thank the American Writing Paper Company for its attitude towards the U. T. A. and its fearlessness in making that attitude known. The members of the U. T. A. have experienced a great change in their own feelings during the last three years, and that feeling has been growing. We do not think quite as little of ourselves as we did even two years ago.



The Printer buys the paper

"We are the ones who buy paper, and we know it. We know it a great deal better now than we did a few years ago, and we are very glad, too, that the American Writing Paper Company is the first to be bold enough and square enough to get up and say that it is a fact. Since they have done it, there have been others who have begun to climb on the band-wagon. You have seen their advertisements, and there will be more of them as time goes on.

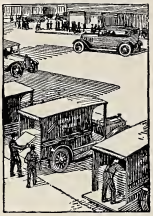
"I cannot thank enough President Galliver and the Company he represents for what they have done, not only for the Printers of New York, but for the Printers of the United States. We discovered a year or two ago what a difference we could make by a suggestion. We made some suggestions as to the manufacture and size of cover papers, and those suggestions stuck.

U. T. A. Printers want standardization

"Later on we hope to get together, not only with the manufacturers of paper, but with the manufacturers of machinery, and see if we cannot do something that will standardize the sizes and weights and grades of paper, and the sizes of machinery, so that there may not be so much waste as there now is in manufacturing and distributing in the printing business. We can do it if we get the co-operation of the mills and the jobbers, and I think it is fast coming to us. I hope that in a year or two we can say this has been accomplished."

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.

PAPERCOMPANY
PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



The economic position of the paper merchant in the printing industry

Report No. 5, of a series on the present-day relationship between Paper Merchant, Paper Mill, Printer and Buyer

SINCE the beginning of this series of advertisements outlining more clearly the right relationship between Printer,* Paper Merchant and Mill, there have been a great number of comments by prominent Paper Merchants themselves. We think it will be interesting at this point in the series to reproduce some of these comments as showing the co-operative attitude of representative Paper Merchants toward the Printer. You will notice the attitude of service that every letter shows.

A Rochester Merchant

"We think the series on the economic position of the paper merchant is one of the best things we have ever seen, for it links the manufacturer with the printer and consumer through the paper merchant as distributor. We feel that anything you can do to bring about closer relations between manufacturer, dealer, printer and consumer will be of great benefit to the paper industry.

"We are very much interested in having copies of your future advertisements along this line and trust that you will put our company on your mailing list for at least twenty-five copies of them."



The Watermark of Excellence

Another letter from a New York State Merchant

"We certainly appreciate what you are doing for the paper trade as a whole.

"There has been so much nonsense about the position of the middleman that a clear, concise statement of just what the paper merchant is, is something that every printer ought to have presented to him.

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

"The Butterick Publishing Co. have appreciated that the normal economic course of distribution of merchandise is from the manufacturer to the wholesaler to the retailer to the consumer, and about three years ago eliminated all mail order house advertising and chain store advertising to support their contention.

"The writer personally believes that the paper merchant stands in an even more important position to the distribution of paper than the wholesaler of other lines such as groceries for instance, for almost everything that the paper merchant's customer requires is for a particular job and not just one grade and size of paper which he can put on his shelf to be sold out, such as groceries.

"Education of this sort is bound to reap beneficial results, and again let us express our hearty appreciation of the good work you are doing in this form of advertising."

From New England

"We wish to commend you on the quality of this work. It puts forward in a very clear and intelligent way the position of the paper merchant in the community. Advertising of this sort should make for better relationship between the buyer and seller.

"Until the printer realizes that the paper merchant is the proper source to go to for his purchases rather than to the mill, the bad fault of the merchant selling direct to the consumer of paper cannot be eliminated.

"We consider this work a very forward step and are sure it will redound to the credit of the paper merchant as well as to that of the American Writing Paper Co."

Endorsement of a Baltimore firm

"We can only repeat we are mighty glad that you are taking this attitude and sincerely hope it will prove to the mutual advantage of both the jobber and the American Writing Paper Co."

Paper Merchant an economy

"We cannot speak too highly with regard to the merits of the campaign you are running in the printing trade papers outlining the economic position of the paper merchant in the printing industry. It brings out the facts in a clear, simple and concise manner, and the points brought out are just what the printer needs to get him away from the idea that the paper merchant is an additional expense to his business instead of a direct saving.

"We feel satisfied that a great deal of good will come out of it and there is no doubt but what manufacturers, printers and jobbers will be greatly benefitted by the increased volume of business which we feel sure will follow."

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following suggestions:

Work *with* your Paper Merchant.

Select your Paper Merchant on a basis of *service*, and then maintain a permanent business relationship with him.

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.

*Note: In general where we use the term "Printer" in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, the engraver and the stationer.



The Watermark of Excellence

PAPER COMPANY

PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



Illustration from full page newspaper advertisement of the American Writing Paper Company putting the specification of the paper up to the Printer

Airpost Bond
Chevron Bond
Acceptance Bond

Three papers that Printers are now specifying more often

THE Printer today, as we are pointing out in our full page advertisements in the newspapers, is the creative force in the Printing Industry, the man who should specify the paper to be used for every job he does. To do this, however, he must know the facts about the paper he buys.

Inspection of raw materials, standardization of processes, testing of the product at every stage of manufacture, savings in costs passed on to the consumer in better values — these are the things that the modern paper mill must offer the Printer.



The Watermark of Excellence

This is the aim of the new Scientific Research Laboratory of the American Writing Paper Company—to give the Printer a scientific basis for judging paper.

Airpost, Chevron and Acceptance Bonds are three papers that have been standardized and perfected in this way. They are all especially recommended for business stationery, for circular letters describing high-grade merchandise and service, for office forms requiring much handling.

Following are the weights and sizes:

17 x 22—16, 20 and 24 pounds
22 x 34—32, 40 and 48 pounds

AMERICAN WRITING PAPER CO.
Holyoke, Mass.

Eagle A Bond Papers

Coupon
Hurlbut Bank
Archive
Agawam
Government
Old Hempstead
Persian
Roman
Hickory
Contract
Rival
Japan
Spartan
Wisconsin
Bankers
Indenture
Standard
Vendome
Debenture
Security Trust
Assurance
Victory
AIRPOST
CHEVRON
Gloria
Quality
Revenue
Derby
ACCEPTANCE
Norman
Vigilant
Option
Freedom

AMERICAN WRITING PAPER COMPANY

EAGLE A PAPERS:—BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

Red Letter Days in Printing History

—September 13 14 15

THESE are the dates of the Typothetæ 34th Annual Convention at St. Louis.

Three intensely absorbing subjects will afford a program of prodigious value to printers — the industrial situation, the paper problem and the Typothetæ organization.

Keenly interesting reports of phenomenal Typothetæ growth will be presented — with plans for the future and suggestions as to how members can make their membership pay a manifold profit on their dues.

The industrial situation will be frankly discussed. Because action by this deliberative body is bound to affect the industry for years to come, you owe it to your own business to be present.

The paper situation is recognized for its importance, and speakers of authority will bring a message of tremendous value in planning your future printing operations over many months to come. Supplementing the program will be attractive printing, advertising and educational exhibits.

Every printer, even though not a member of Typothetæ, is cordially invited to attend, but reservations should be made quickly — headquarters hotel, the Statler. The largest attendance a U. T. A. Convention ever recorded should be registered at St. Louis.

To Be Held at St. Louis

Sept. 13, 14 and 15

At the Hotel Statler

Make your own room reservations direct

You Never Have to do This



with JONES non-curling gummed paper

PULLING sticking sheets apart is unheard of if the sheets are Jones'.

No matter what the climatic conditions may be, Jones Non-Curling Gummed Stock never cakes.

And for a fine printing surface and freedom from annoyance of curling sheets, you cannot equal Jones'.

Be sure to specify Jones' on your next gummed paper order.

Jones Gummed Paper— it's Non Curling

Leaders Since 1810

SAMUEL JONES & CO.
NEWARK, N. J.

The Typography of Advertisements

TREZISE

$2 Value *for* $1.00

A valuable book for advertisement compositors and all those interested in effective advertisement display. This book shows the application of the principles governing the selection of the best type faces and their arrangement to make "attention-getting" and readable advertisements. One of the recognized authorities in its field. Hundreds of copies already in use by printers and advertising men.

The regular edition sells for $2 plus postage. The edition we are offering at the special price of $1, post paid, contains the same matter as the regular edition, the only difference being that it is printed in one color and is bound in paper covers. Over 130 pages, size 5 x 7, and more than 60 illustrations.

Only a few copies left

They won't last long at this price. Sign the coupon below, tear off and pin to a dollar bill. The book will be sent to you, post paid, by return parcel post. Order today before they are all gone.

THE INLAND PRINTER CO.
Book Dept., 632 Sherman St., Chicago:

Here's my dollar—send the special paper-bound edition of "The Typography of Advertisements" by parcel post, prepaid.

Name .....

Address .....

☐ Check here if you want our latest catalogue of books on printing.



Halftone Inks—

that bring out all the beauty and detail of the halftone plates.

Try American Inks and let your pressman be the judge.

KINZIE HALFTONE $1.00
OAKLEY HALFTONE 50c

American Printing Ink Co.

Office and Factory:

2314 to 2324 W. Kinzie St., CHICAGO, ILLINOIS

STOCK

Whether news, machine finished, coated, light, medium or heavy—it's hard to get. But we are so accustomed to solving difficult problems, our customers say we usually succeed.

Having trouble getting what you want? Let us help you. Call, write, or phone.

C. B. HEWITT & BROS., Inc.
16-24 Ferry St., New York City





In selecting stock for your gummed label work you should note the distinctive qualities of Nashua Indian Brand Gummed Paper. It does not curl in the press or stick before it has been properly moistened.

Indian Brand Gummed Paper is manufactured from the highest grade of materials and possesses superior printing qualities. The surface is unsurpassed for color work. Packed in moisture-proof packages.

Send for samples, stating the nature of the work contemplated.

Nashua Gummed & Coated Paper Co.
NASHUA, NEW HAMPSHIRE

NATIONAL SAFETY PAPER

You're selling Money!

Checks are *money*, not *stationery*.

Get your customer to look at it that way, and he'll be willing to pay the right price for safe checks.

Instead of selling him plain-paper checks which are easily altered, show him why it pays to get *safe* checks which cannot be altered without detection — checks on National Safety Paper.

Write for samples.

George LaMonte & Son
61 Broadway New York



Famous Byron Weston Products

- ☐ Byron Weston Record Paper . . . . Highest grade ledger
- ☐ Waverly Ledger Paper . . . . . Popular priced ledger
- ☐ Flexo Ledger Paper . . . . . Hinged for loose leaf
- ☐ Typocount Ledger Paper . . . . For machine bookkeeping
- ☐ Defiance Bond Paper High-grade documents and correspondence

Check the items in which you are interested and we will send you sectional sample books.

BYRON WESTON COMPANY
DALTON, MASSACHUSETTS



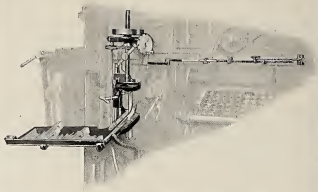
A PRINTER KNOWS

A printer knows that no job can be better than the plates from which it is printed — that plates can be no better than the craftmanship that is put into them.

It is a significant fact that most printers who use Crescent Plates keep coming back for more. In them they find that tone-yielding quality and that inherent craftmanship that go hand in hand with good printing.

We would like to tell you about Crescent Service — a complete service for designing, copy-writing, engraving and electrotyping.

CRESCENT ENGRAVING CO.
Kalamazoo, Michigan



THE MOHR LINO-SAW

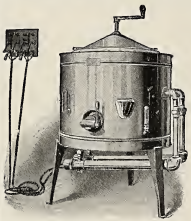
cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

MOHR LINO-SAW CO.
513-515 West Monroe Street, Chicago

ADVANCE WERT CE

Electric Glue Heaters



Do you know you can heat your glue with ELECTRICITY cheaper than with gas or steam?

—

Let us tell you about our complete line which most large binders are using and find a profitable investment.

Complete information on request to

The Advance Machinery Co.
VAN WERT, OHIO

Carey EZOLA TREADS AND MATS

—mean safety and efficiency



Ezola provides a good grip for the feet, it means no accidents from slipping. It provides a springy, restful standing place. It is water-proof, cold-proof, absorbs vibration, and is a non-conductor of and insulation against electricity.

Consequently it protects employer and workman against the consequences of much sickness, lost time, fatigue, and accident. Workers everywhere like it.

For particulars write

The Philip Carey Co.
516-536 Wayne Ave.
Lockland, Cincinnati, Ohio

Curtis Publishing Co.

Chose

The Monitor System

When master printers, such as the Curtis Company, Crowell Publishing Company, the New York American, New Orleans Picayune, Philadelphia Public Ledger and many large job plants invest in the same kind of equipment there's a reason. When they installed the Monitor System of speed control there were several reasons:

Instantaneous Control Precision
Simplicity Safety Economy

"Just Press a Button"

For the big sextuple rotary or the smallest job press, A. C. or D. C., there is a Monitor automatic control which just suits. Let us help you select the proper type for your plant. Ask for details.

Monitor Controller Company

New York
Chicago
Buffalo
Detroit
Pittsburgh

Baltimore, Md.

Boston
Philadelphia
Cincinnati
St. Louis
Minneapolis



Raven Black

A jet BLACK INK, suitable for the highest class of printing. Does away with offset.

CHARLES HELLMUTH, INC.
New York *Chicago*

Portable, Clean, Economical and Safe



"INTERNATIONAL" Electric Glue Heaters

Fireless cooker principle conserves and utilizes every bit of heat generated. Holds glue at correct working temperatures without guesswork. Average cost of operation about one cent per day. Keeps glue at correct temperature for greatest tensile strength. Properly glued joints never fail. This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket. Used by prominent concerns everywhere.

INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS OF
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U.S.A.

Write for folder, "Efficient Glue Handling"

"International Electric Heaters Are the Best"

Save Hours of Production Time in Every Mechanical Department and Improve the Quality of Your Product by Installing

The PREMIER LINE-UP and REGISTER TABLE

(Patented June 15, 1920)



Standard size for sheets up to 51 x 40. Larger sizes to order.

THE Premier Table will free the stones of line-up work and save hours of time for stonemen; it will practically eliminate press-waiting time in the shifting of forms for position and register, and while running will insure that correct position and register are maintained; it will save the bindery man hours of time—he sets his folding machines for the first signature on a job and all other signatures which follow will feed to the same identical folding machine guides.

The printing plant without a Premier Register and Line-up Table is not earning its full measure of profits. Write us for complete information.

PREMIER REGISTER TABLE CO.
107 West Canton Street BOSTON 18, MASS.

It is with great pleasure that I enclose check in full for advertisement published in the June Inland Printer.

At the end of the first week in June I received one inquiry, and from then on I have received usually from three to seven letters a day in reply to the advertisement. Some of these letters contained orders and more than enough money has already been received to pay for the advertisement. Orders are already on hand or immediately forthcoming to yield a substantial profit on the deal. Furthermore I received five inquiries and one order in today's mail.

I questioned at first whether the results would be so noticeable, but I am no longer in doubt. My main ambition now is to run an insert showing samples of the work done by the device.

Enclosed is copy for another quarter page advertisement to appear in the August issue. I did not dare to advertise in July, as I was sold out. My new stock will be ready for delivery this week.

Yours very truly,

(Name on request.)

—no longer in doubt

THIS advertiser was skeptical when he commenced advertising in The Inland Printer. After a thorough trial he is convinced that this is the best medium for reaching the buyers in the printing field. Read extracts from his letter (unsolicited) reproduced above.

If you are selling to printers, your advertisement in The Inland Printer will reach the most progressive proprietors, managers, superintendents and foremen. They are the men who are on the alert for the best materials, devices and machinery for their plants.

Present circulation is over 11,000 net paid, 64 per cent of which is among the executives in the printing business—the actual buyers—the very men you want to reach.

Begin now to plan your fall campaign. Why not write today for some interesting particulars regarding Inland Printer advertising? An inquiry implies no obligation.

THE INLAND PRINTER

Attention
Eldon H. Gleason
Adv. Mgr.

632 Sherman Street
Chicago

Eastern Advertising Office, 41 Park Row, New York City

FOR SALE

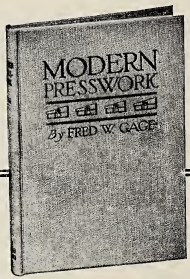
Complete Printing Plant valued at $500,000.00. Established over 50 years. Incorporated. One of the largest plants in Pennsylvania.

REASON FOR SELLING—
TO SETTLE AN ESTATE.

Address

Post Office Box 1325, Pittsburgh, Pa.

A Handbook for Pressmen



138 pages.
Size, 5½x7¾.
Cloth.
Price, $2.
Postage, 10c extra.

A COMPLETE working manual wherein the pressmen will find genuine aid in their efforts toward perfecting themselves in their chosen vocation. New methods are clearly described, particular attention being given to the proper care and use of machinery and apparatus in the pressroom.

CONTENTS: Putting the Press in Condition; Adjusting Bed Movement; Cylinder Adjustments; Register Rack and Segment; Grippers; Side and End Guides; Setting the Rollers; Putting the Form to Press; Making Ready; Underlaying; Overlaying; Marking Out; Vignetted Half-tones; Ready to Run; During the Run; Quick Make-ready; Composition Rollers; Close Register Work; Colorwork; Papers and Inks; Electricity and How to Eliminate It; Pressroom System; The Pressman; The Feeder; A Few Don'ts.

THE INLAND PRINTER CO.
(Book Dept.)
632 Sherman St., Chicago, Ill.

BARRETT GUMMED SEALS

THIS IS THE POPULAR
No 261
ACTUAL SIZE AND SHAPE

Barrett Gummed Seals are made of non-curling fish gummed stock of fast colors, especially prepared for this purpose. Carried in stock in

BLUE--RED--GREEN--GOLD

Shipped immediately in any quantity and shape desired. Packed in bulk only.

Write today for our price list.

THE BARRETT BINDERY Co
STATIONERY AND LOOSELEAF MANUFACTURERS
729 FEDERAL ST., CHICAGO
FREE—ASK FOR COLOR AND SHAPE CHART

Super Crash
for Bookbinders

SCHWAB & WOLF
Wholesale
New York

Speed Up Your Mailing
with the New Wing Aluminum Mailer



THE Wing puts life and speed into your mailing department. Weighs only two pounds—therefore will not tire the operator. The frame is cast in one piece of aluminum, which means a machine that stands the wear.

Complete information from

Chauncey Wing's Sons
Greenfield, Mass.

Stop Leaks in Your Profits!
Noe-Equal
The National Cleaner and Type Wash

A powerful cleaner, harmless to rollers, material and the hands. Will save you time in washing up your rollers and forms, on and off the press. Toughens and cools the outer surface of the rollers and prevents sweating.

Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio

A Magazine "somewhat different" from the other periodicals devoted to the graphic arts is

THE PRINTING ART

Issued monthly by The University Press Cambridge, Mass.

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be a good description for THE PRINTING ART.

Subscription, $4.00 per year; 40 cents per copy. Canadian $4.50 per year; 45 cents per copy. Foreign, $6.00 per year; 60 cents per copy.

Write for full details

THE PRINTING ART
CAMBRIDGE, MASS.



We Submit it to You

Isn't a Man a Time Waster

If he persists in lining up strike sheets by hand?

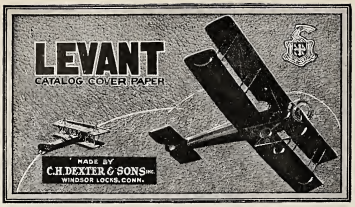
If you are in doubt ask any purchaser of

The Hancock Perfecting Lineup Machine

Keep your eyes and mind open.

OUR GUARANTEE
These machines are sold under our positive guarantee against imperfections in the material and workmanship. That they will line up strike sheets accurately and in less time than they can be lined up by hand.

The Hancock Perfecting Lineup Machine Co.
Lynn, Massachusetts



WHEN an advertising manager or other user of printed publicity wishes to get something extraordinarily fine in the way of a catalog or booklet, the first choice is a leather cover. But leather covers are too expensive. Levant, the cover paper simulating leather, offers a compromise between the prohibitive cost of real leather and any ordinary cover stock.

Levant Cover Paper is made in a light and heavy weight—allowing for binding in pamphlet form, over board covers. Levant Cover Paper is so expressive of richness and quality that only the simplest printing is needed to complete a beautiful cover.

Send for Levant Sample Book. Also ask for XTRA, Dexter's unusual house-organ.

C. H. DEXTER & SONS, Inc.
Windsor Locks, Connecticut

A New B.B.B.

Brower Ball-Bearing Proof Press

No. 0
Bed, 14″x 20″



No. 0 Brower Ball-Bearing Proof Press

PRINTERS who have examined the NEW **No. 0 Brower Ball-Bearing Proof Press** are enthusiastic in their praises. Built with all the care and precision which characterize the well-known No. 2 Brower, this machine is designed for one-color commercial printing, and will easily handle fully 90 per cent of the proofing in the average plant. Will take all galleys and forms up to and including 12″x 18″. Medium size; takes up little floor space.

Why not write for information? No obligation.

A. T. H. BROWER COMPANY
223 West Schiller Street, Chicago, Ill.
S. COOKE PROPRIETARY, Lmt'd, Sole Agents for Australia.

BLOMGREN BROS. & CO

ESTABLISHED 1875

DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD
PROCESS

512 SHERMAN ST.
CHICAGO

Make Your Motors Earn More

Don't allow your motors to hold up production in your shop. If they run slower than is necessary for good work your production is lower than it should be, and you are losing money.

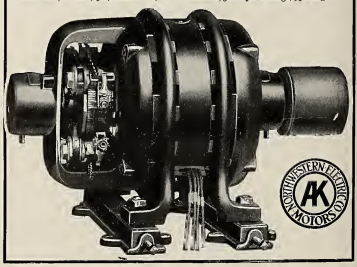
PUSH-BUTTON CONTROL MOTORS

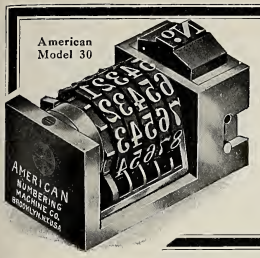
can be regulated to just the proper speed required for your work. They will keep your presses at their highest efficiency—all the speed you want when you want it.

Illustrated folder, giving prices, free on request.

Northwestern Electric Co.
408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1024 Grand Ave.
PITTSBURGH, PA., 710 Liberty Ave.
SEATTLE, WASH., 524 First Ave., S.
MONTREAL, QUE., 401 New Birks Bldg.
MINNEAPOLIS, 8 N. Sixth St.
TORONTO, 308 Tyrell Bldg., 95 King St.





AMERICAN MODELS 30 & 31
WORLD-STANDARD TYPE-HIGH
NUMBERING MACHINES

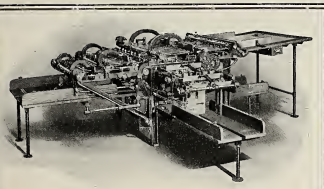
5 Wheels $22.00 6 Wheels $24.00

In stock and for sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

Brooklyn, N.Y. ..... 224-226 Shepherd Avenue
Chicago, Ill. ..... 123 West Madison Street

Specify AMERICAN when ordering



C. F. ANDERSON & CO.
710 S. Clark St., Chicago

Why Use Dinse-Page
ELECTROTYPES ?

BECAUSE they are the best electrotypes to be had. (Any user of electrotypes will tell you that.)

BECAUSE they print better than inferior electrotypes.

BECAUSE they require less make-ready than inferior electrotypes.

BECAUSE they wear better than inferior electrotypes.

For SUPERIOR electrotypes see or write to

Dinse, Page & Company
725 S. La Salle St., Chicago Tel. Harrison 7185

The Robert Dick Mailer

Combines the three great essentials to the publisher: SPEED—SIMPLICITY—DURABILITY

Read what one of the many users has to say.



The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.
Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.
Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market today. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.
Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

THE McGRATH ENGRAVING CO.
EXPERT MAKERS OF PRINTING PLATES

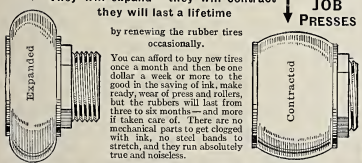
501 S. LA SALLE ST — CHICAGO — TELEPHONE HARRISON 6245

ENGRAVING PROCESS — COLOR — ELECTROTYPING PLATES

MORGAN EXPANSION ROLLER TRUCKS —FOR— JOB PRESSES

They will expand—they will contract
they will last a lifetime

by renewing the rubber tires occasionally.



You can afford to buy new tires once a month and then be one dollar a week or more to the good in the saving of ink, make ready, wear of press and rollers, but the rubbers will last from three to six months—and more if taken care of. There are no mechanical parts to get clogged with ink, no steel bands to stretch, and they run absolutely true and noiseless.

ASK YOUR DEALER or SEND DIRECT TO MORGAN EXPANSION ROLLER TRUCK CO., 6552 Hollywood Boul., Los Angeles, Cal.

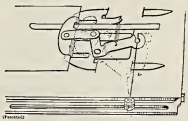
A Perfect Register

Poor Register Eliminated.

Perfect Register with Poor Feeding.

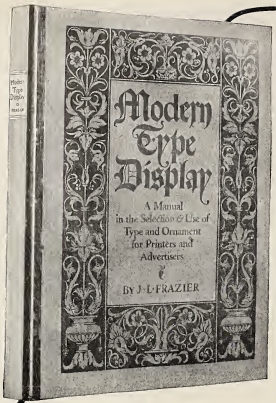
Colorwork Registered to the *Dot.*

Price, $3.50



The Cowan Registering Side Guide
For Job Presses

Price Soon Saved by Non-use of Throw-off, Saving Time and Paper



(Size 9½ x 12¼)

More than 200 Specimens of Fine Printing—many in colors. Also, numerous examples of Typography.

New Book

on Typography

for Printers, Layout Men and Advertisers

The cream of J. L. Frazier's constructive and scientific articles on type-composition, logically arranged and profusely illustrated, the whole forming a clear, concise, authentic and complete course in Typography.

To be successful, type-display must first ATTRACT and then INTERPRET—this book tells you how to make it do both.

As an example of fine printing in itself—to say nothing of the many beautiful specimens by leading typographers and designers which it contains—this book is more than worth the price. The eighty-odd big (9 x 12 inch) pages of helpful and instructive text are thrown in for good measure.

First Edition limited to Eleven Hundred Copies

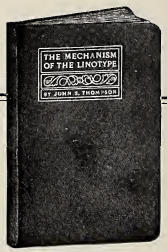
DO NOT DELAY—order your copy today. The price is only $5, postage 25 cents extra. Send order with remittance to

Book Dept., **THE INLAND PRINTER CO.**
632 Sherman Street, Chicago

A Book for Operators and Machinists—

—*by* JOHN S. THOMPSON
Author of—
"History of Composing Machines"
"Correct Keyboard Fingering"
and other works.

[280 pages; illustrated; handy pocket size, 4¾x7; substantially bound in flexible leather; price, $2.50; postage 10c extra.]



"The Mechanism of the Linotype"

First published in THE INLAND PRINTER under the title, "The Machinist and the Operator," and later in revised form as a textbook, has become the standard reference work on the subject of the linotype machine. For a thorough understanding of slug-casting machines this book has no equal. The present (seventh) edition embodies the late improvements in the linotype, and for this reason should be in the possession of every operator and machinist. Its practices and teachings have been thoroughly tested and found good. Order your copy today—it is insurance against costly delays and accidents. Over 10,000 in use.

THE INLAND PRINTER COMPANY
(Book Dept.) **632 Sherman Street, Chicago, Illinois**

CONTENTS:

Keyboard and Magazine; The Assembler; Spaceband Box; Line Delivery Slide; Friction Clutch; The Cams; First Elevator; Second Elevator Transfer; Second Elevator; Distributor Box; Distributor; Vise Automatic Stop; Pump Stop; Two-letter Attachments; Mold Disk; Metal Pot; Automatic Gas Governor; How to Make Changes; The Trimming Knives; Tabular Matter; Oiling and Wiping; Models Three and Five; Models Two, Four, Six and Seven; Models Eight, Eleven and Fourteen; Models Nine, Twelve, Sixteen, Seventeen, Eighteen and Nineteen; Models Ten, Fifteen and K; Plans for Installing; Measurement of Matter; Definitions of Mechanical Terms; Adjustments; Procedure for Removing and Replacing Parts; Causes for Defective Matrices; Things You Should Not Forget; List of Questions.



While Printing You Can

Perforate
Crease
Punch or
Emboss—*with the*

Brown Split Grippers

for **Platen Presses**

NO ink showing on perforations or punched holes; no cut rollers. Better work can not be done by any other method or means. Like regular grippers, but *split* to take blades, punches, etc. Furniture in the form pushes against back of the gripper, forcing its blade or punch into stock.

Money back instantly if not satisfied.

Complete outfit for 10x15 press and under $10.00
Over 10x15 . . . . $12.50 Canada . . $11.50 and $14.38

Outfit consists of 1 Split Gripper and bolt for attaching to press, 1 perforating blade, 1 creasing blade, and 2 quarter-inch punch dies. In ordering give size and make of press.

TYPODEX CO. 172 West Clifford Street Providence, Rhode Island

—Always behind on deliveries

A prominent manufacturer complained that his factory was continually falling behind on deliveries. Efforts to speed up production showed little change for the better. Upon investigation we found that his packages were still being tied in the old way—by hand. He had to depend on from three to five employees to take care of the tying, and if one employee was sick it meant a serious delay in delivery of the finished product.

We advised the installation of a

BUNN Package-Tying Machine



and one was put in on trial. Production figures began to climb, and in a couple of weeks everything was running smoothly. One operator and the Bunn were able to produce as much work as done by three or four girls in the old way.

Moral—Get a Bunn. (No obligation to arrange for a ten-day free trial. Glad to do it.)

B. H. BUNN & CO.
9970 Charles St., Chicago, Ill.

Printers and publishers will be interested in the larger model of our machine. It is especially adapted to handle bulky and difficult packages. Ask us for information.

The Barber Shop for Machinery



WHEN a man applies for a job or proposes to a girl, he always goes to a barber shop first. What's more, he is careful to pick out a good one. He wants to insure success by looking his best.

Give your business the same chance. Whenever you mail a catalog, you are sending your products to apply for a job. Their chances will be better if the illustrations are well groomed. Have the cover designed, the photographs retouched, and the plates made by the best engraver you can find.

Some of the most successful manufacturers in the country agree with us in the belief that the Stafford Engraving Company is THE shop for quality work. Many leading printers in various sections of the country, whose names are in themselves a guarantee of fine printing, rely on Stafford Quality and Stafford Service. Stafford can show you what real co-operation with the printer means.

Every Stafford engraving is produced by unusually skillful artists and modern equipment directed by nearly thirty years of intelligent experience. Since one poor job would seriously injure the reputation for high quality which we have patiently built up, we maintain that quality with utmost care.

It means as much to us as to you that your engravings should be the best. You can depend on Stafford.

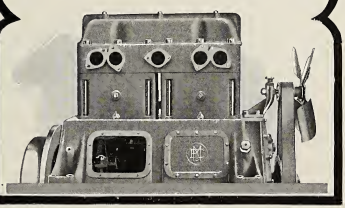
Give us an opportunity to show you how Stafford engravings can make your advertising more effective.

Stafford Engraving Company

"THE HOUSE OF IDEAS"

Artists : Designers : Engravers

CENTURY BUILDING, INDIANAPOLIS



The "W" that Doubles Your Stationery Opportunities

The Western States idea—doubling envelopes with letterhead printing on the same sheet, and making up the envelopes afterward—presents economies and advantages so definite that dozens of printers can show where their stationery business has been doubled and tripled by this revised practice.

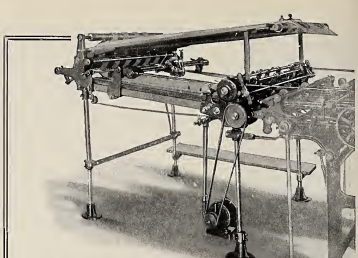
Get its details, examples, and application to your own shop from the free Service Book, sent on request, together with our latest price list.

W-Notched Under Flap Reg. U.S. Trade Mark

Western States Envelope Co. Dept. N Milwaukee

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect The Trade



The McCain Feeder Attached to Folding Machine
Can be Loaded While in Operation.

Make Your Folders Carry Their Full Load

No need to install additional folding machines to care for increased business. If they are now being hand fed and are inadequate to handle your work, attach

THE McCAIN Automatic Feeder

and your production figures will soon show a substantial increase. Easily attached to the Anderson, Brown, Cleveland, Dexter or Hall Folders

We shall be glad to tell you more of the advantages of The McCain.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

THE MOST PROGRESSIVE HOUSE IN THE CITY

A STERLING PLATE OR SET OF PLATES WHEN HANDLED PROPERLY ON THE PRESS IS GOOD FOR 200,000 RUNS. ON SUCH RUNS, HOWEVER, ELECTROTYPES ARE MADE, NOT TO SAVE THE WEAR OF THE ORIGINAL, BUT TO CUT DOWN THE TIME AND COST OF THE RUN.

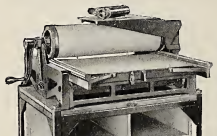
IT IS PREREQUISITE IN THE MAKING OF GOOD ELECTROS THAT THE ORIGINAL PLATE BE DEEPLY ETCHED AND PERFECTLY FLAT TOPPED, FLAWLESS IN EVERY RESPECT. STERLING PLATES HAVE THESE PREREQUISITES.

CALL BEEKMAN 2900 FOR THE DOWN-TOWN OFFICE, OR LONG ACRE 820 FOR THE UP-TOWN OFFICE, WHEN YOUR COPY IS READY.

The **STERLING ENGRAVING COMPANY**

200 WILLIAM ST. 10TH AV. & 36TH ST.

NEW YORK CITY, N.Y.



No. 2 Poco Proof Press

A simple, practical, inexpensive, large press, size 18″ x 25″.

No. 2 Poco Proof Press is unusually rigid under impression, stronger, in fact, than any other proof press, bar none. And that explains the clear, sharp proofs it takes.

The size is adequate for a full page newspaper in galley, and linotype shops will find it very handy and useful for all galley proofs and make-up.

One particular advantage is the proving along the slugs or lines of type, rather than across them, thereby avoiding tendency to push them over, or spreading them apart.

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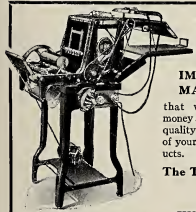
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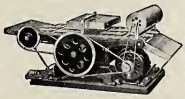
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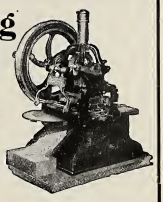
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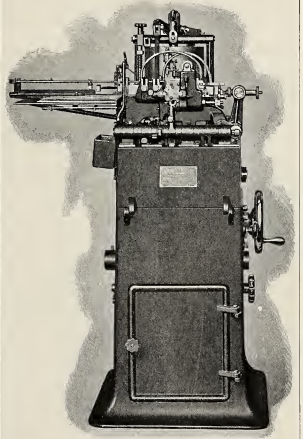
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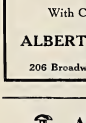
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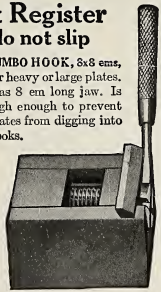


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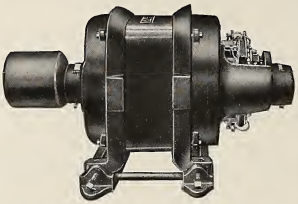
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CROMWELL

Tympan Papers

Give Cleaner Impressions with a Minimum of Make-Ready

SAVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Sample of our Tympan Paper sent on application.

The Cromwell Paper Co.

Department I. P. **Jasper Place** **Chicago, Ill., U.S.A.**

Trade  Mark

TYPOGRAPHY

LINOTYPE



MODEL 14 LINOTYPE may be equipped with either one, two, or three magazines with auxiliary

It is the "think" that counts in everything; put the same thought into your Linotype composition that you put into hand composition and you will be astonished at the result.

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO CHICAGO NEW ORLEANS

Canadian Linotype Limited, Toronto

This Advertisement, Including Border Ornaments, is Composed Entirely of LINOTYPE *Material*

VOLUME 65 SEPTEMBER, 1920 NUMBER 6

The INLAND PRINTER

OCT 25 1920

Leading Trade Journal of the World
in the Printing & Allied Industries

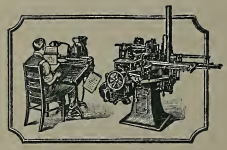
Forty Cents

for "HIGHER QUALITY GREATER CAPACITY IMPROVED SERVICE"

Below is a reproduction of an advertisement which appeared in the Chicago daily papers in July and in the trade journals for August

THIS AD tells the story of another big step forward by a progressive concern.

THE CENTRAL TYPESETTING & ELECTROTYPING COMPANY, with the largest plant of its kind in the world, are adding Monotypes, because they see in them the opportunity to give their customers higher quality, greater capacity, and better service.



Central Orders Monotypes

THE service standards that we have set for our plant will not permit us to be satisfied with anything *less* than the most efficient facilities to be had. Therefore, we have placed an order with the Lanston Monotype Machine Company for their most complete composition and non-distribution equipment, being the largest single order ever placed with that company in this district.

This means that *your* work will receive, in our plant, the advantages of a wider range in type selection, a greater flexibility of style, a more truly satisfying production in every respect than can be obtained elsewhere.

It is but another step toward higher quality—greater capacity—improved service in the *largest trade plant in the world*, where we turn printers' copy into printing plates.

Specify "Plates furnished by Central" and stop worrying

Central Typesetting and Electrotyping Company

Telephones: Superior 307, 308, 309, 8300

466-472 West Superior Street, Chicago

THIS AD SET AND ELECTROTYPED IN OUR PLANT

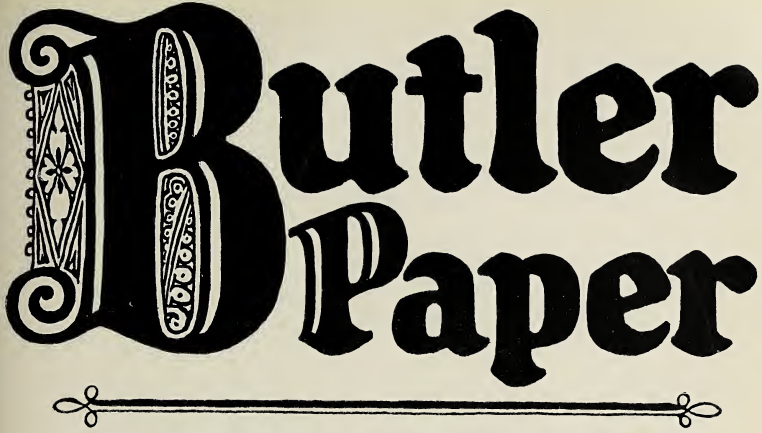
Lanston Monotype Machine Co · Philadelphia

NEW YORK, World Building
BOSTON, Wentworth Building
CHICAGO, Plymouth Building
TORONTO, Lumsden Building

Monotype Company of California, Rialto Building, SAN FRANCISCO

503

This Advertisement set in Monotype Series Nos. 36 and 79 and Monotype Rule



ENGLISH KID
PASTED BRISTOL

Seldom will you find such an appearance of quality in a Pasted Bristol which you can quote to your patrons at the price of English Kid. Its dulled surface gives uniformly good printing as well as attractiveness to sight and touch. Made in all regular plies for fine wedding invitations, visiting cards and commercial uses.

VELLUM PLATE
PASTED BRISTOL

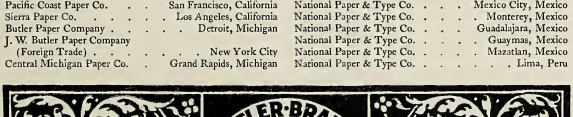
Particularly when figuring on a halftone job, you can count on the silk-like surface of Vellum Plate to give beautiful results. Finely made from all-new stock — it appeals to the printer because it lies flat and feeds easily. It is widely used for programs, menus, business and campaign cards. Samples furnished in all regular plies.

J. W. BUTLER PAPER COMPANY · *Chicago*

ESTABLISHED 1844

DISTRIBUTORS OF BUTLER BRANDS — STANDARDIZED PAPER

Standard Paper Company	Milwaukee, Wisconsin
Missouri-Interstate Paper Co.	Kansas City, Missouri
Mississippi Valley Paper Co.	St. Louis, Missouri
Southwestern Paper Co.	Dallas, Texas
Southwestern Paper Co.	Houston, Texas
Pacific Coast Paper Co.	San Francisco, California
Sierra Paper Co.	Los Angeles, California
Butler Paper Company	Detroit, Michigan
J. W. Butler Paper Company (Foreign Trade)	New York City
Central Michigan Paper Co.	Grand Rapids, Michigan
Mutual Paper Co.	Seattle, Washington
Endicott Paper Co.	Portland, Oregon
National Paper & Type Co. (Latin America)	New York City
National Paper & Type Co.	Havana, Cuba
National Paper & Type Co.	Buenos Aires, Argentine Republic
National Paper & Type Co.	Mexico City, Mexico
National Paper & Type Co.	Monterey, Mexico
National Paper & Type Co.	Guadalajara, Mexico
National Paper & Type Co.	Guaymas, Mexico
National Paper & Type Co.	Mazatlan, Mexico
National Paper & Type Co.	Lima, Peru



LATEST
Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment
(Unexcelled)

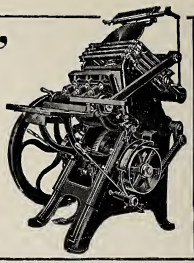
"PROUTY"

Obtainable Through Any Reliable Dealer

Manufactured only by

Boston Printing Press & Machinery Co.

Office and Factory
EAST BRIDGEWATER, MASSACHUSETTS



The Aristocrat of the Business Man's Desk!

CASTLE BOND

It Prints Well

CLEMENTS PAPER COMPANY
Paper for Printers Exclusively
NASHVILLE, TENNESSEE

YOU DO NOT FIGURE ON POOR ELECTROTYPES

Then, why take chances with them?

You base your estimates on plates of good quality, and the excessive cost of make-ready and loss of running time in the pressroom occasioned by inferior, thin-shelled electrotypes may represent the difference between profit and loss to you. Command the skill, intelligence and careful workmanship of our efficient organization—give your pressroom a chance to equal in practice the anticipation of your estimator.

Dinse, Page & Company
725 S. La Salle St., Chicago Tel. Harrison 7185

A CARD *for* PROGRESSIVE PRINTERS

Appearance of Our Neat Cards in Case



Every printer knows the business that pays best, that affords the largest profits and the surest pay, is high-class work. Cheap printing invariably is for cheap customers—a not altogether desirable patronage.

PEERLESS PATENT BOOK FORM CARDS

do not appeal to cheap customers. Users of these cards are the strongest, most wide-awake, most progressive, most up-to-date men of a community. These cards need only to be brought to the attention of such men to make them users. Surely every progressive printer wants and desires to hold such customers. Here is the way. Supply them with these famous cards, and they will supply you with a patronage you may have sought for years. There is no word picture that carries an adequate idea of these cards. They must be seen and used to be appreciated. You will appreciate them the instant you examine them. Send for a sample case—ready made—or, if you prefer, we will furnish the smooth-mechanically perfect—stock so that they are detached one by one from the **book or tab.**

Send today. Ask for our suggestion how to use them.

The John B. Wiggins Co. Established 1857
Engravers, Plate Printers, Die Embossers, 1104 S. Wabash Ave., CHICAGO

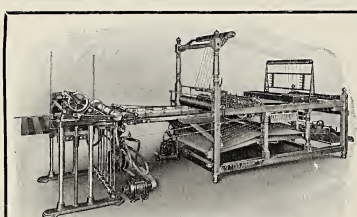
The INLAND PRINTER

Vol. 65, No. 6 HARRY HILLMAN, Editor September, 1920

Published Monthly by
THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

TERMS—United States, $4 a year in advance; single copy, 40c. Canada, $4.50; single copy, 45c. Foreign, $5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at Chicago, Illinois, under Act of March 3, 1879.



The Hickok Automatic Paper Feeder

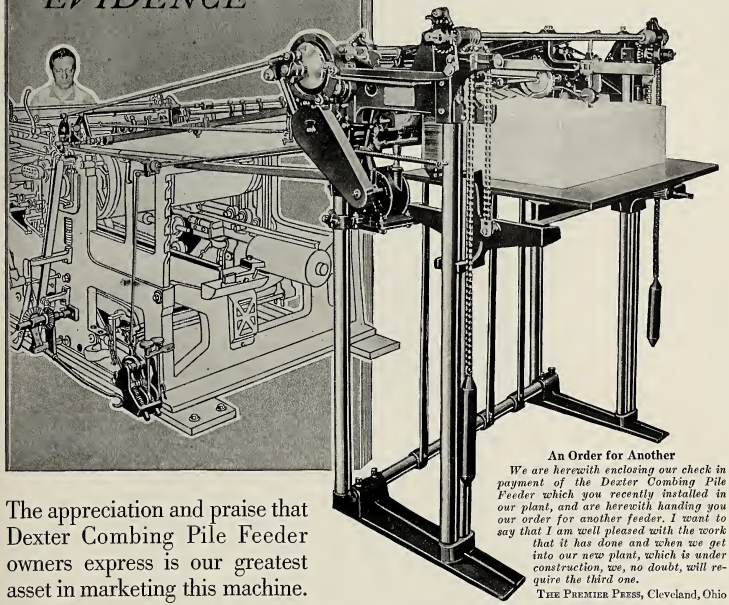
The Fort Wayne Printing Company, Fort Wayne, Ind., write us in regard to the Hickok Automatic Paper Feeder as follows:

Our satisfaction with the Hickok Feeder is best expressed by the fact that two days after installation, we ordered another feeder. We are operating the Hickok Feeders twenty-two hours a day, delivering to the lay-boy ruled sheets 34½ x 43½ inches at the rate of over six reams per hour. This result is produced with men who never operated automatic feeders prior to two weeks ago. We believe with longer experience, greater output will be possible.

THE W. O. HICKOK MFG. COMPANY
Established 1844 Harrisburg, Pa., U. S. A.

Dexter COMBING PILE Feeder *EVIDENCE*

THE extracts from recent testimonials contained in this booklet are published simply to convince you that you should at least look into automatic feeding before making new decisions regarding replacements or additional equipment. Send for a copy.



An Order for Another

We are herewith enclosing our check in payment of the Dexter Combing Pile Feeder which you recently installed in our plant, and are herewith handing you our order for another feeder. I want to say that I am well pleased with the work that it has done and when we get into our new plant, which is under construction, we, no doubt, will require the third one.

THE PREMIER PRESS, Cleveland, Ohio

The appreciation and praise that Dexter Combing Pile Feeder owners express is our greatest asset in marketing this machine.

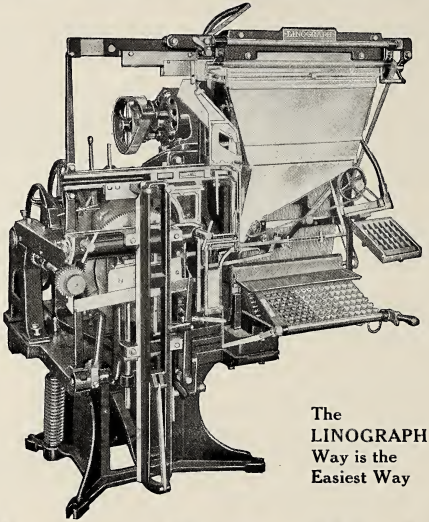
Every new installation adds to our list of friends and boosters. Let us put you in touch with Dexter Combing Pile Feeder users so that you may actually hear their enthusiastic opinion of automatic feeding. What our users say is a safe buying guide for you to follow.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering and Wire-Stitching Machines

CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA SAN FRANCISCO

THE LINOGRAPH



The LINOGRAPH Way is the Easiest Way

Fact vs. Guess-Work

When you want definite, reliable information about anything, you naturally turn to someone who is competent to give you the proper information.

When you want to find out how a LINOGRAPH performs in actual operation, you naturally will ask someone who has used one enough to find out for himself.

LINOGRAPH users and operators are always willing to tell you what results they obtain with a LINOGRAPH.

We are always willing to rest our case on what they may tell you.

The only suggestion we offer is that your inquiry should be directed to someone who *really knows* from *actual experience*.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

ETABLISSEMENTS PIERRE VERBEKE
General European Agent
Rue des Boiteux 21, Brussels, Belgium.

PARSONS & WHITTEMORE, Inc.
Agents for Australasia
30 Market Street, Sydney, Australia, N. S. W.

We're All Agreed as to this–aren't we?

Electrotypes print better mounted on metal or patent bases than when mounted on wood. Wood as a printing-plate base has two decidedly objectionable features:

1st Wood does not successfully withstand the crushing strain of a modern press.

2nd Wood warps, splits, twists, swells, shrinks and does the most unexpected things to annoy both the printer and the electrotyper.

Because it acts this way and is not in the first place a good foundation for printing plates, its use should be discouraged.

Unmounted electrotypes require less manipulation and make ready.

The electrotyper realizes that it is out of the question for the printer to do away entirely with wood mounted plates, but most unreservedly recommends the use of unmounted electrotypes whenever and wherever possible.

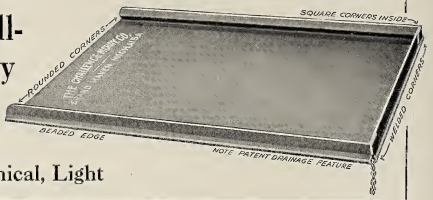
INTERNATIONAL
ASSOCIATION *of* ELECTROTYPERS

This space contributed by Michigan Electrotype & Stereotype Co., Detroit, Mich.

Challenge Pressed Steel Galleys

The Choice of the Galley-Wise Printer

The Single-Piece All-Purpose Steel Galley



Rigid, Smooth, Durable,

Strong, Accurate, Economical, Light

AS an all-purpose job galley, for book and catalog work, tabular matter and other forms necessitating clean, accurate proofing—as a newspaper galley, for linotype work, in the ad. alley, in make-up, in the mailing department—as a storage galley in connection with modern storage cabinet systems—CHALLENGE PRESSED STEEL GALLEYS are standard equipment—fill every requirement at a cost exceptionally small—the lowest-priced highest value galleys on the market.

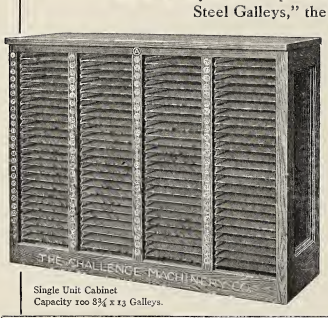
CHALLENGE PRESSED STEEL GALLEYS are moulded into shape from a *single piece* of selected cold-rolled steel, smooth as brass, with no flakes or blisters. They have reinforced electric-welded *square* corners inside and a beaded edge of metal extending around bottom of galley, which gives it extra strength and rigidity. This style of construction permits type matter to stand squarely on its feet for proofing, also provides drainage channels which, leading to drainage holes in corners, carry off all cleaning fluids, insuring freedom from rust or corrosion—*a patented feature.*

CHALLENGE PRESSED STEEL GALLEYS are made in all standard job, news and mailing sizes, including the new sizes, 13 ems plus 1 point and 26½ ems plus 2 points for newspaper work. These latter sizes can be furnished with Challenge Non-Removable or Removable Galley Locks.

CHALLENGE PRESSED STEEL GALLEYS are packed in waxed paper and shipped in specially designed wire-bound wood containers, reaching purchaser in perfect condition—no bent galleys.

A Sample Galley will be cheerfully sent upon request to anyone interested. In these days of steel shortage, promptness in delivery of steel galleys is an important factor to the busy printer. WRITE TODAY.

Write us or any dealer in printers' supplies and specify "Challenge Pressed Steel Galleys," the best one-piece galleys made.



Single Unit Cabinet
Capacity 100 8¾ x 13 Galleys.

Challenge Galley Storage Systems

PERHAPS the leak in the average composing room that is most easily stopped is the loss occasioned through haphazard or unsystematic methods of handling and storing standing pages and job forms.

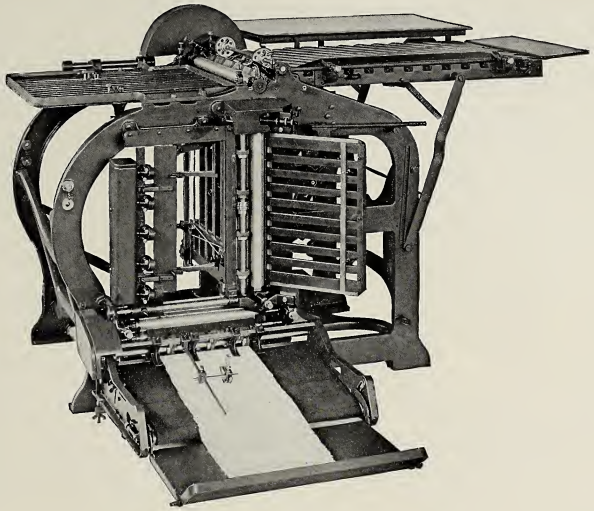
Challenge Galley Storage Systems provide a most simple and inexpensive remedy. We say inexpensive, because the saving will more than cover the original cost in a short time.

In every office some forms are kept standing, and the Challenge system of storage and indexing is equally applicable to ten or ten thousand galleys. The saving in pied forms alone will soon pay for it. It is well worth looking into and there is no time like the present.

Drop us a line today.

The Challenge Machinery Co.

Office and Factory, Grand Haven, Mich. CHICAGO, 124 S. Wells Street NEW YORK, 71 W. 23d Street



The "Cleveland"
For Quantity and Quality Production

THERE ARE NO KNIVES, TAPES, CAMS,
CHAINS OR SPROCKETS TO SOIL THE
SHEETS OR DELAY PRODUCTION

Let us tell you more about it!

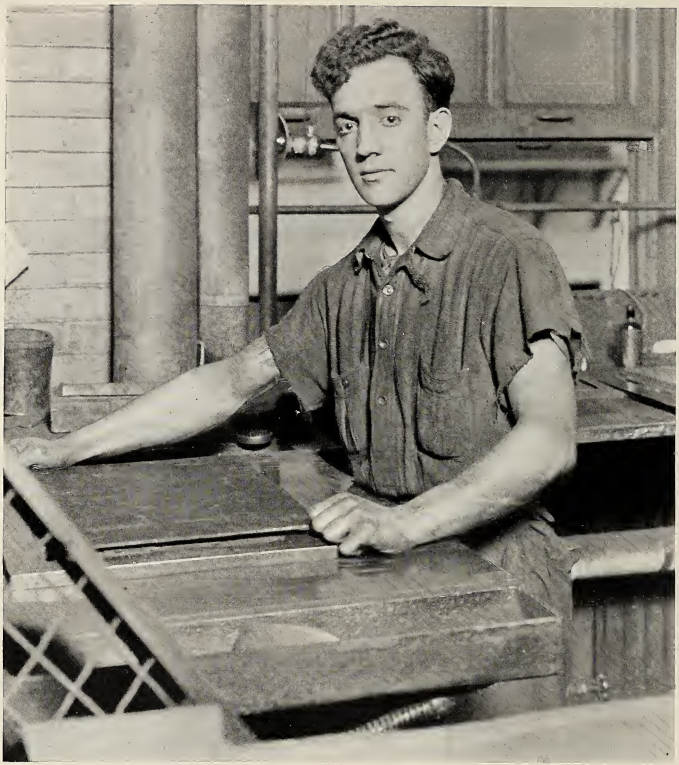
THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, New York
The Bourse, Philadelphia

532 South Clark Street, Chicago
101 Milk Street, Boston

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland and all Countries in the Eastern Hemisphere is controlled by the Toronto Type Foundry Co., Limited, Toronto, Ontario, Canada.



JIMMY MASTERS, of the Royal Electrotype Company. Born and bred a Royal workman: from errand boy to expert journeyman.

Interviews with Royal workmen

"Jimmy" Masters

Master Moulder and loving-cup holder; also Royal's first errand boy.

We are proud of Jimmy. He's a Royal product from the knee-high stage to his present high state of manly development. Jimmy's association with us dates back to the beginning of the Company—about fourteen years. He was our errand boy in our boyhood days. But we grew up quickly and so did he. He became an apprentice in the shop; spent the usual five years and became a full-fledged journeyman. Then he specialized on wax moulding, so that today, after six years doing that one thing, Jimmy may be called an *expert* expert.

In addition to this, Jimmy is our star athlete. He holds the Company's loving cup, awarded for all-round supremacy at our last field-day meet.

It is a pleasure, therefore, to introduce Jimmy to those outside his own circle. He is a mighty fine boy, and we want everybody who knows Royal to know where Jimmy stands with us. Then again we feel that our customers will place an added value on our service when they know that such men as Jimmy form the basis of our organization. We are specialists—making duplicates of process color plates—turning out the highest grade of electrotypes known to the industry and soliciting orders from all parts of the United States.

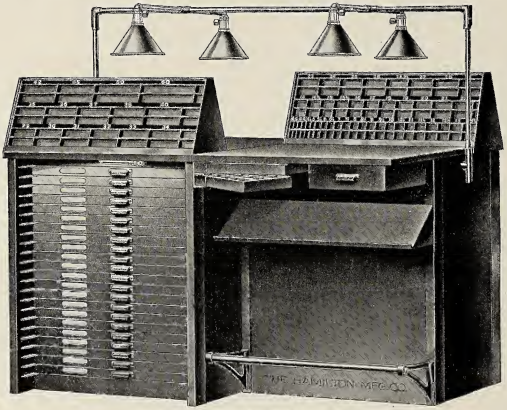


Royal Electrotype Company
Philadelphia

Member International Association of Electrotypers

For Almost Half a Century

We have concentrated on the production of Printers' Furniture with a success best indicated by the fact that today it is difficult to find a printing plant *not* equipped with Hamilton goods. Our designs are based on a technical knowledge of what the trade requires and our manufacturing facilities insure a satisfactory finished product. We show hereon a most popular design of *Newspaper Ad. Cabinet.*



No. 471 — Steel. (Same Design in Wood, No. 2030.)

Forty of these cabinets were recently purchased by one of America's greatest dailies. For more information concerning this and other attractive designs for newspaper or job offices write us direct or apply to your nearest dealer in printers' supplies.

DETAILS:

Flat working surface of size to accommodate 8-column page on galley. Height to top of working surface, 41 inches.
Contains 44 full-size cases with Pulls and Label Holders.
Four Swinging Trays for Quarter-size Cases.
Two Copy Drawers.
Electric lights overhead and over cases.
Pyramid-style Lead and Slug Case with duplicate compartments for most usable sizes 4 to 60 ems inclusive.
Both sides alike.
Finish: Steel—olive green; Wood—Antique gloss.
Total floor space required—70x34 inches.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

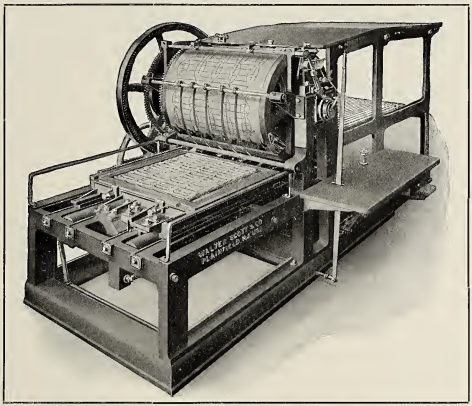
Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

THE SCOTT

High Speed Direct Drive Cutting and Creasing Press

The High Cost of Labor
warrants the installing of machinery producing the maximum amount of work in shortest space of time, and this press will do it.

The Bed of This Machine
is driven by our direct drive center bed motion, now used on all modern two-revolution presses.



During Twelve Months
twenty four concerns ordered The Scott fast running direct drive Cutting and Creasing Presses, and every user is delighted with the press. It has reduced the cost of manufacturing considerably and is rapidly replacing the slow running platen presses formerly used for this work.

A Number of Concerns

formerly operating large size Cutting and Creasing, are installing them as the press runs faster, is cheaper and quicker to make up and make ready. It takes up less floor space, uses less power and costs less for its upkeep than the large machine.

The Bed of This Press

is thirty four by forty four inches (34x44) and takes a maximum sheet thirty one by forty three inches (31x43). It has four wide faced steel shod tracks, two air chambers on each end of the machine. If you wish to increase your output BUY THE SCOTT.

WALTER SCOTT & COMPANY

Main Office and Factory:

PLAINFIELD, NEW JERSEY, U.S.A.

NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway at 42d Street CHICAGO OFFICE: 1441 Monadnock Block

CABLE ADDRESS: Waltscott, New York CODES USED: (5th Edition) and Our Own

United Printing Machinery Company

Judged by its effect upon production and quality in printing pressrooms,

is it an exaggeration

to say that the

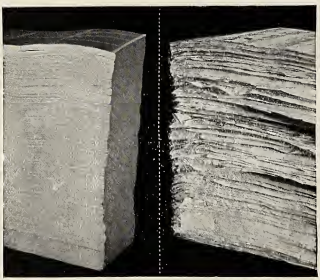
Chapman Electric Neutralizer

has a bigger record of achievement than all the improvements that have been made in printing machinery during the last ten years?

We'll put a big value on every answer to this question.

It Makes Presses Deliver Light Paper

LIKE THIS ↓ **INSTEAD OF LIKE THIS** ↓



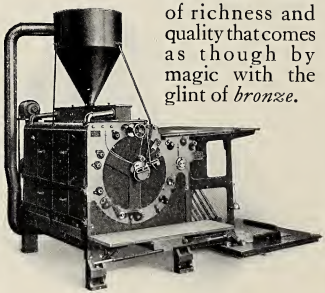
SEND FOR A COPY OF "FACTS"

UNITED PRINTING MACHINERY CO.

38 PARK ROW, NEW YORK CITY
604 FISHER BUILDING, CHICAGO
83 BROAD STREET . BOSTON

When in doubt *use Bronze!*

NO combination of colors of ink that the lithographer or printer can use will command the instant attention or produce the same effect of richness and quality that comes as though by magic with the glint of *bronze.*



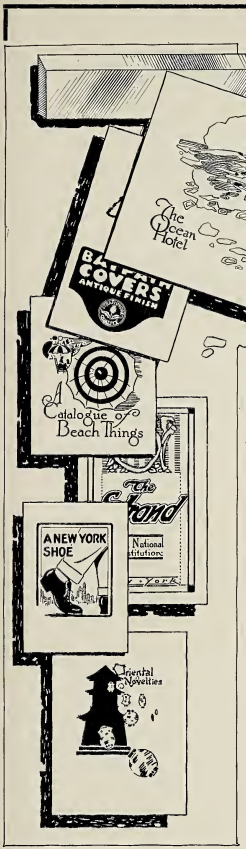
U. P. M. Vacuum Bronzer

Bronze for Emphasis
Bronze for Beauty
Bronze for Profit

That's the triple title of a booklet we have published in behalf of bronzing. How many copies do you want?

UNITED PRINTING MACHINERY CO.

38 PARK ROW . NEW YORK
604 FISHER BLDG., CHICAGO
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Clean Cut

"Clean Cut" has attained a desirable meaning as applied to a man or his appearance. It means just as much when applied to a paper cutting job. DOWD Knives cut clean. They leave no rough edges, no fringe. A booklet is finished when trimmed with a DOWD Knife and carries the stamp of good workmanship.

For over seventy years DOWD Knives have been made right and maintained a reputation for quality.

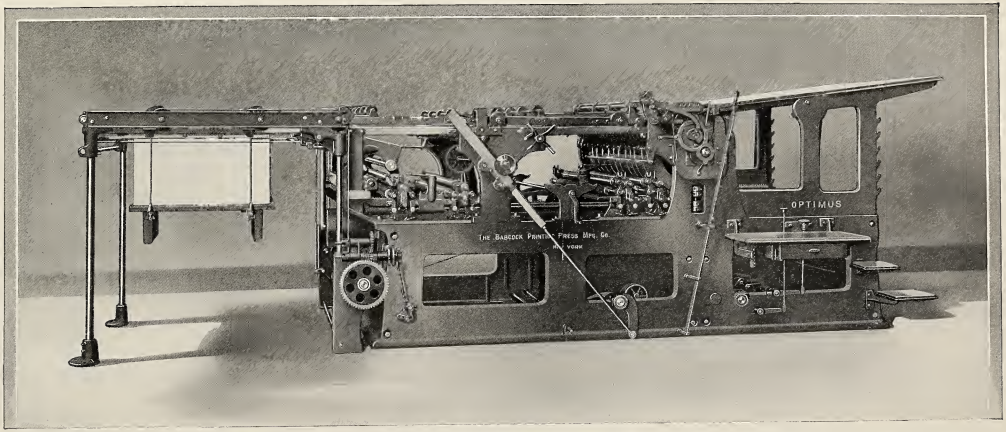
Send your knife or cutting problems to DOWD *of Beloit. Dowd will solve them.*

R.J. Dowd Knife Works

Makers of better cutting knives since 1847

Beloit, Wis.

Please Mention THE INLAND PRINTER When Writing to Advertisers.



THE **Babcock Extended Delivery,** like other Universal Equipment features on the **Optimus,** is unequalled in operating economy. The down feed per impression can be instantly changed to cover the entire range of stock thicknesses, from tissue to cardboard. * * * The jogger is quickly adjusted for any size sheet without the use of tools. * * * The pile may be removed from the front or from either side with equal ease. * * * The pile table is easily returned to starting position by one person. * * * Slip-sheeting is eliminated on this Babcock combination because the **fifth** sheet is being printed as the first is being covered. Consider these advantages, and then note the compactness and simplicity of this latest product of the Babcock factory.

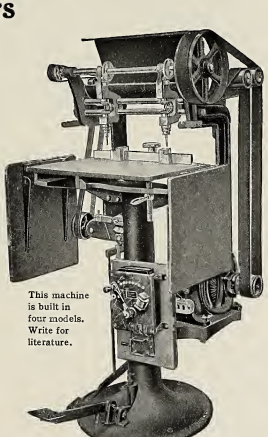
The Babcock Printing Press Manufacturing Company

MAIN OFFICE AND FACTORY: NEW LONDON, CONN. NEW YORK OFFICE: 38 PARK ROW

BARNHART BROS. & SPINDLER, *General Western Agents,* Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul and Seattle.
MILLER & RICHARD, *General Agents for* Canada, Toronto, Ontario and Winnipeg, Man.
JOHN HADDON & COMPANY, *Agents,* London, E. C. GORDON & GOTCH, *General Agents for* Australia.
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HANSEN & SKOTVEDT, *General Agents for* Norway. KARL M. GRONBERG, *General Agent for* Sweden.
F. L. BIE, *General Agent for* Denmark.

Read Our List of Daily Users

This machine will drill perfect holes through the hardest and thickest kind of cardboard, binder's board, or any kind of paper stock, at terrific speed. In addition to the machine illustrated, we have models in a variety of styles to meet the user's purpose.



This machine is built in four models. Write for literature.

Berry Round Hole Cutter

CHICAGO, ILL.

Ackerman-Quigley Printing Co., 727 W. Van Buren St.
Armour Printing Works, Union Stock Yards.
H. J. Armstrong & Co., Rand, McNally Bldg.
R. R. Donnelley & Sons Co., 731 Plymouth Court.
The Faithorn Company, 500 Sherman St.
Glennon & Kern, 626 South Clark St.
W. F. Hall Printing Co., Superior and Kingsbury Sts.
Hale Specialty Co., 128 N. Jefferson St.
The Harvester Press, 600 W. Adams St.
Heistrom, Barry Company, 618 So. Sherman St.
J. W. Hoodwin Company, 2040 W. Van Buren St.
Magill-Weinsheimer Company, 322 Wabash Ave.
Poole Brothers, 81 W. Van Buren St.
Rockwell Barnes Co., 815 Wabash Ave.
Rogers & Hall Company, Polk and La Salle Sts.
Sears, Roebuck Company (4).
Stationery Mfg. Co., 732 Federal St.
Shea Smith Company, 320 Federal St.
Workman Mfg. Co., Racine and W. Monroe Sts.

ST. LOUIS, MO.

Becktold Printing Mfg. Co., 210 Pine St.
Blackwell-Wielandy Book & Stationery Company, 1002 Locust St.
C. P. Curran Printing Co., 8th and Walnut.
Cupples Company.
Garrison-Wagner Printing Co., 17th and Locust Sts.
Isler Thompsett Litho Co., 1002 Locust St.
St. Louis Bindery Co., 9th and Walnut.
S. F. Myerson Printing Co.
Stewart Scott Printing Co., 313 Chestnut St.
Woodward & Tiernan Printing Co., 309 N. 3rd St.

NEW YORK CITY, N. Y.

American Lithograph Co., 52 East 10th St.
Gardiner Binding & Mailing Co., 76 Lafayette St.
Metropolitan Life Insurance Co.
New York Public Library, 476 Fifth Ave.
John P. Smith Printing Co.
The Read Printing Co., 106 Seventh Ave.
E. C. Lewis Co., 451 Eighth Ave.
Robert Gair Company, Foot of Washington St.
Wyncoop-Hallenbeck-Crawford Co.

MISCELLANEOUS

Atlanta Printing Works, Atlanta, Ga.
Adams Brothers Company, Topeka, Kan.
American Sales Book Company, Niagara Falls, N. Y.
American Sales Book Company, Elmira, N. Y.
American Pad & Paper Company, Holyoke, Mass.
Associated Students' Store, University of California, Berkeley, Cal.
Edward Barry Company, San Francisco, Cal.
Baker-Vawter Company, Benton Harbor, Mich.
Brown & Bigelow, St. Paul, Minn.
J. C. Blair Company, Huntingdon, Pa.
Brown & Howland, Boston, Mass.
Bureau of Engraving & Printing, Washington, D. C.
Caton Lithograph & Printing Co., Kansas City, Mo.
The Colwell Press, Inc., Minneapolis, Minn
Case, Lockwood & Brainard Co., Hartford, Conn.
Courier Journal Job Printing Co., Louisville, Ky.
J. W. Clement Company, Buffalo, N. Y.
Cussons, May & Company, Richmond, Va.
W. B. Conkey Company, Hammond, Ind.
Democrat Printing Company, Madison, Wis.
Dessaulniers & Company, Moline, Ill.
Division of Publications (Agriculture), Washington, D. C.
Dodson Printers Supply Co., Atlanta, Ga.
Everett Pulp & Paper Company, Everett, Wash.
General Manifold & Printing Co., Franklin, Pa.
Gerlach-Barklow Company, Joliet, Ill.
Gibson Art Co., Cincinnati, Ohio (3).
Government Printing Office, Washington, D. C. (3).
Gaylord Brothers, Syracuse, N. Y.
The Herold Company, Milwaukee, Wis.
Hargreaves Printing Co., Dallas, Tex.
J. C. Hub Mfg. Co., Cleveland, Ohio.
Imperial Wall Paper Co., Glens Falls, N. Y.
Irving-Pitt Mfg. Co., Kansas City, Mo.
Jersey City Printing Co., Jersey City, N. J.
Keystone Printed Specialties Company, Scranton, Pa.
Lord Baltimore Press, Baltimore, Md.
Mitchell Printing Company, Minneapolis, Minn.
The Macey Company, Grand Rapids, Mich.
C. R. Moore Company, Pittsburgh, Pa.
The MC Kee Printing Works, Spokane, Wash.
National Blank Book Company, Holyoke, Mass. (2).
National Tribune, Washington, D. C.
National Carbon Coated Paper Co., Sturgis, Mich.
National Envelope Co., Waukegan, Ill.
Chas. A. Nanz, Inc., South Orange, N. J.
Pacific Manifold Book Co., Emeryville, Cal. (2).
The Reynolds & Reynolds Co., Dayton, Ohio.
The Reimers Company, Fort Worth, Tex.
Simple Accounts Sales Book Company, Fremont, Ohio.
Schooley Stationery & Printing Co., Kansas City, Mo.
Strathmore Paper Co., Mittineague, Mass.
Sullivan Printing Works Co., Cincinnati, Ohio.
The Shelby Sales Book Co., Fremont, Ohio.
Wheeler Index Card Company, Los Angeles, Cal.
Westinghouse Electric & Mfg. Co., So. Pittsburgh, Pa.

FOREIGN

Government Printing Office, Adelaide, S. A.
Government Printing Office, Brisbane, Australia.
Japan Paper Industries Co., Ltd., Tokyo, Japan.
Sand & McDougall, Ltd., Melbourne, Australia.
Saults & Pollard, Winnipeg, Canada.
S. B. Foot Company, Ltd., Montreal, Canada.
Appleford Counter Check Book Co., Hamilton, Can.
Manifoldin, Ltd., West Bromwich, England.
R. M. Nosworthy, Barcelona, Spain.
J. Brandt & Zoon, Rusland 24, Amsterdam, Holland.
Business Systems, Ltd., Toronto, Canada.
Southman Press, Toronto, Canada.
Dept. of Public Printing & Stationery, Ottawa, Can.

BERRY MACHINE COMPANY 305 North Third Street St. Louis, Mo.

Pressroom Profits

are derived from the money saved as well as from the money made in the operation of the presses. Whether type presses or offset, no presses built produce more work or better work than

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN PRINTING PRESS

Every mechanical device that makes for the production of work of the finest quality in the greatest quantity at the lowest operative cost is incorporated in these presses.

Every printer should know about them

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

NEW YORK: 1102 Aeolian Bldg., 33 West 42d Street

CHICAGO: 506 Fisher Bldg., 343 S. Dearborn Street
BOSTON: 720 Rice Bldg., 10 High Street
PITTSBURGH: 1337 Oliver Bldg., Smithfield and Oliver Streets
ATLANTA, GA.: Messrs. J. H. Schroeter & Bro., 133 Central Avenue
SAN FRANCISCO, CAL.: Shattuck & Bickford, Inc., 345 Battery Street

CANADA WEST	CANADA EAST	MARITIME PROVINCES
Messrs. Manton Bros.	Geo. M. Stewart, Esq.	Printers' Supplies, Ltd.
105 Elizabeth St., Toronto, Ont.	92 McGill St., Montreal, P. Q.	27 Bedford Row, Halifax, N. S.

A Serving·Selling·Saving Printing Plant Necessity

REGARDLESS of the fact that your pressman may be 100% efficient and keenly alive to every production essential, it is physically impossible for him, handicapped by the *human element* in hand feeding, to even approach the high production standards established by the tireless energy and mechanical accuracy of the

MILLER *Automatic Feeder*

IT TAKES *two* presses and *two* hand *feeders* to *secure the output of one* Miller Automatic Feeder—a fact that has been satisfactorily demonstrated in more than three thousand representative shops in this country and abroad.

PRODUCTION problems are becoming more and more acute, due to shorter hours and scarcity of labor. A simple solution is the installation of Miller Automatic Feeders thereby eliminating the human element, substituting therefor *mechanical accuracy* and *mechanical constancy.*

MILLER Automatic Feeders are built in three sizes: 8x12, 10x15 and 12x18. Guaranteed to feed all weights of stock, onion skin to and including heavy cardboard, at speeds up to three thousand impressions per hour *with perfect register.*

WRITE today and get the whole story of the importance of the Miller Automatic Feeder to your business.

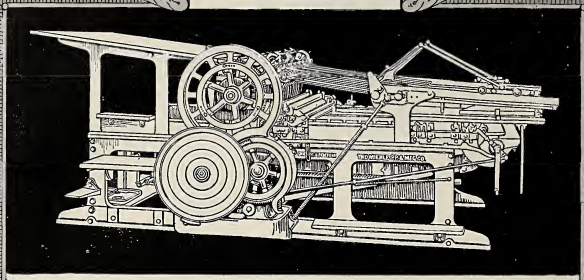
MILLER SAW-TRIMMER CO.

Pittsburgh, Pennsylvania, U. S. A.

ATLANTA - BOSTON - CHICAGO - DALLAS
NEW YORK - PHILADELPHIA - SAN FRANCISCO



The Miehle



FEATURES

THE quality of the Miehle is best seen in its performance over a long period of time.

There is no single feature of the Miehle which is urged as a reason for its preference by the vast majority of printers.

Its low power cost; its extraordinary speed; its unusual convenience; its practically unlimited life—all of these are factors of the perfect balance of all of its features, reinforced by the most painstaking care in every detail of its building.

The Miehle is a feature in itself.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: **Fourteenth and Robey Streets, Chicago**

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block — PHILADELPHIA, PA., Commonwealth Trust Bldg. — BOSTON, MASS., 176 Federal St.
NEW YORK, N. Y., 280 Woolworth Bldg. — DALLAS, TEX., 411 Deere Bldg. — SAN FRANCISCO, CAL., 593 Mission St.
ATLANTA, GA., Dodson Printers Supply Co. — DISTRIBUTERS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

The Fabrikoid Process adds beauty and long life to fabrics; some heavy and rugged, others dainty as linen—all pliable, scuff-proof, stain-proof and water-proof

DU PONT FABRIKOID



—and lends itself so well to the binder's craft

FABRIKOID may be easily stamped, gilded or embossed with special designs. Countless beautiful effects may be obtained. It cuts in multiples with minimum waste and can be worked with standard adhesives and machinery. It is ideal from the binder's point of view.



And the owner of books is always pleased with volumes bound in Fabrikoid for, not only is it beautiful, but nothing can compare with it in utility. Finger-prints, grease-stains, even ink-spots, may be *washed* off Fabrikoid bindings. Furthermore, Fabrikoid is scuff-proof and practically indestructible.

There is a Fabrikoid for every type of binding—from the masterpiece that ornaments the library table to the textbook in daily use. It is ideal for catalogs which must make an impressive and lastingly fine appearance.

Why not write for samples today? Mention the type in which you are immediately interested.

DU PONT FABRIKOID CO.
WILMINGTON, DELAWARE

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Plant: Newburgh, N. Y.

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Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

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KANSAS CITY
706 Baltimore Avenue

ATLANTA
40-42 Peters Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
1306-1308 Patterson Avenue

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

CLEVELAND, OHIO
1285 West Second Street

SPRINGFIELD, OHIO
Shuey Factories Building

Carnegie Institute
OCT 29 1920

Prevents Offset *Eliminates Static Electricity*

THE DOYLE ELECTRIC SHEET HEATER

For all kinds of Printing Presses and Folding Machines



SHOWING APPLICATION TO 42" MIEHLE PRESS

This is what it does

IMPROVES WORK
Prevents offsetting—removes static electricity.
Permits carrying of sufficient ink.
Insures perfect jogging.

INCREASES PRODUCTION
Allows quick backing-up. No fumes. Does not impair health.
Speeds delivery of thin stock.

ELIMINATES DANGER
Open glow, but no flame.
No matches—turn a button.
No escaping gas.
Does not blow out.

SAVES MONEY
Reduces paper spoilage. No waste heat—can be regulated to heat any portion or entire sheet.
Throws sufficient and equal heat under all circumstances.

CONSTRUCTION

THE Doyle Electric Sheet Heater is an open glow heater throwing an intense live heat on any part of or entire sheet. It may be fastened to any part of any press.

A combination switch at each end regulates the operation of each individual unit so any combination may be used and no heat wasted.

A special formula heating wire is used at only one-third capacity to insure perfect results, durability and economical operation.

The entire device is guaranteed for one year against any defect. The construction is strong and durable. It is designed to outlive your press.

This is how it works

FOR CYLINDER PRESSES
We are so well satisfied with our heater that we are sending a sample of halftone work that will express more adequately than we can just what can be done without slip sheeting.
The Cayuga Press, Ithaca, N. Y.

FOR MILLER FEEDERS
Your heater is one of the best investments we have made. It has enabled us to back-up heavy forms in a few hours, and it will save its cost in a short time. We are contemplating equipping all our presses.
The Service Printing Co., Canton, O.

FOR KELLEY PRESSES
The writer wants to compliment you on your new heater. We are using them on our Kelley Presses and Miller Feeders, and are certainly pleased with the results. It gives a dry heat without odor. It does not absorb oxygen and there is no dangerous flame. Every printing plant can surely use them to advantage.
W. D. Frank, Manager Nela Press, National Lamp Works.



(PROTECTED BY PATENTS AND APPLICATIONS)

BRITTON & DOYLE, *Press Room Efficiency Appliances*

205 CAXTON BUILDING, CLEVELAND, OHIO

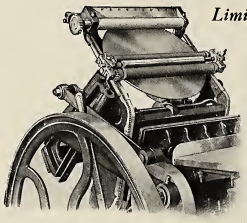
This insert printed complete on **10x15** job press equipped with The Doyle-Allen Ink Distributor.
One impression—all forms single rolled, no slip sheets.

The Doyle-Allen Ink Distributor

REAL DISTRIBUTION ON JOB PRESSES

Print heavy forms without double rolling **Print solid tints without streaking**

Carry plenty of ink on all forms properly distributed



The gears do it

Limitations of Platen Press Printing Entirely Overcome

THE size of the form is limited only by the size of the chase when the Doyle-Allen Distributor is used.

It makes possible that smooth, even distribution of ink which is so essential to good work, but which is out of the question with ordinary roller equipment.

The cost is not great and returns on investment will pay for it many times over.

With the Doyle-Allen Distributor you can print many jobs on platens now being printed on cylinders.

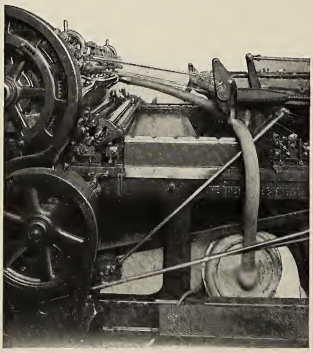
This vibrator gives real gear driven distribution. Modeled from the best cylinder practice and fully protected from infringement. Write for descriptive booklet containing complete information as to construction and prices. Send for samples of work done with this distributor—you will marvel at the real capacity of your jobbers with this attachment.

The Doyle Vacuum Sheet Cleaner

***for* PRINTING, LITHOGRAPH AND OFFSET PRESSES**

REMOVES all lint, dirt and sediment from paper before it touches the type form. Eliminates a large percentage of wash-ups—which means a saving of one to two hours per day, with the additional advantage of cleaner impressions and better work, as this appliance keeps the rollers and ink clean as well as the type form. An efficient and economical device highly recommended by practical users who keep their presses running rapidly and continuously under all conditions and maintain a high standard of work.

Printers who are troubled with the filling up of type and plates and their possible damage through dirt and sediment deposited by the paper, will recognize the tremendous advantages of this device.



BRITTON & DOYLE, *Press Room Efficiency Appliances*

205 CAXTON BUILDING, CLEVELAND, OHIO

This insert printed complete on **10x15** job press equipped with The Doyle-Allen Ink Distributor.
One impression—all forms single rolled, no slip sheets.



COLD SNAP COMING!

Occasional cold days will soon be dropping in without warning—days that will catch your pressroom unheated. That means inks full of tack, and hours wasted on your presses—unless you have REDUCOL on hand for such emergencies. The coal situation looks bad. You may have to operate your presses over long periods when your plant will be only half-heated. That means continual trouble for your ink—unless you use REDUCOL.

REDUCOL

is more than insurance against trouble. It is made to be used every working day of the year, and many of the best printing houses use it just that way. It keeps their inks always in perfect condition to do good work at high speed.

REDUCOL cuts the tack out of the ink and absolutely eliminates picking and mottling, without ill effects of any kind, because it softens the ink instead of thinning it. It reduces to a minimum washing up the form during the run. Although neither a dryer nor a non-dryer, it has a marked tendency to cut down slipsheeting and offset onto the tympan. And it is actually cheaper to use REDUCOL than to get along without it, because of the greatly improved distribution it gives the ink.

REDUCOL is used by most of the best-known printers and lithographers. Norman T. A. Munder & Co. of Baltimore, Ketterlinus Litho. Mfg. Co. and the Beck Engraving Co. of Philadelphia, Charles Francis Press of New York, Corday & Gross of Cleveland, and Rogers & Co. and Walton & Spencer of Chicago are typical. Hundreds of smaller houses use it as well.

REDUCOL is guaranteed to do all we claim for it. A trial order of 5 or 10 pounds will convince you.



Dept. I-9

INDIANA CHEMICAL & MFG. CO.

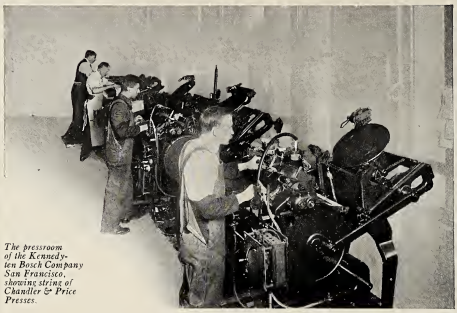
135 South East Street, Indianapolis, Indiana, U. S. A.

23-25 East 26th St., New York City

608 South Dearborn St., Chicago

Pacific Coast Agents: Geo. Russell Reed Co.
San Francisco, Seattle, Portland

Canadian Agents: Manton Brothers
Toronto, Montreal, Winnipeg



The pressroom of the Kennedy-ten Bosch Company San Francisco, showing string of Chandler & Price Presses.

The Kennedy-ten Bosch Company

SAN FRANCISCO

This company has built up an extensive business by consistent, persistent effort. Their product is known from coast to coast and figures prominently in the printing trade magazines.

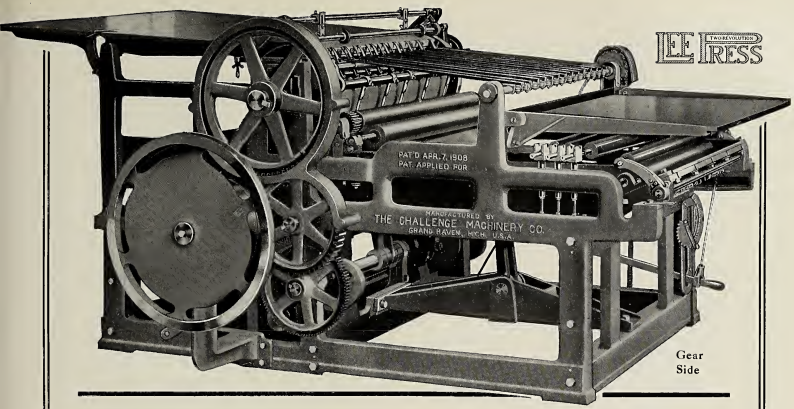
This firm is recognized as solid and successful. One of the elements in their steady progress has been the continued use of the Chandler & Price press. From time to time they have added new ones, showing their confidence and approval.

Write for booklet "The Profit in Printing"

Chandler & Price Presses

The Chandler & Price Co., Cleveland. Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage



Gear Side

The Economical Press

(Economical in its First Cost
Economical in its Operation
Economical in its Up-Keep)

A Noteworthy Achievement in Press Construction

Size of Bed 26 x 38 — Takes Form up to 22 x 35 — Takes Sheet up to 24 x 36

The Lee Two-Revolution Press was designed especially to meet the demand for an economical, easily handled, high-class, two-revolution fly delivery, two-roller press that will turn out all kinds of commercial and job work as well as publication work—in fact it's the general "all-around" press. It represents the ripe experience of a third of a century.

The Lee Two-Revolution Press is a modern machine, and its unyielding impression, perfect register, fine distribution, unfailing delivery, superior product and easy, quiet running are only a few of its many distinctive features that will appeal to all up-to-date printers and publishers. From feed-board to delivery-table it will make good every claim.

The Lee Two-Revolution Press is in use in all parts of the civilized world, a substantial testimonial of real merit for this most excellent machine.

YOU OWE IT TO YOURSELF TO SEND TODAY FOR COMPLETE SPECIFICATIONS AND PRICES

Manufactured by **The Challenge Machinery Co.** Grand Haven, Mich.

Chicago Office, 124 South Wells Street — New York Office, 71 West 23d Street

The Construction is Scientific



Modern Engineering Science has worked many wonderful improvements and economies in the processes of industry—

In the construction of the



In the old-fashioned furnace the flames touch only the bottom of the Pot



But in the PERFECTION the flames cover the entire Pot—sides as well as bottom

Perfection Metal Furnace

It shows a saving of nearly one-half in fuel and time required to melt a pot of metal

It does this very simply by making the outer shell conform exactly to the shape of inner pot. This confines the flames close to the pot, and the conical-shaped bottom permits the flames to reach up the sides, covering the entire pot. Thus the metal is melted in the shortest possible time, with greatest economy of fuel

Thirteen different sizes and styles of the PERFECTION are made—one to suit every Linotyper, Intertyper, Stereotyper or Monotyper—burning gas, gasoline, coal or wood
Ask us for specifications and price on the one that will be most efficient for your plant

Barnhart Brothers & Spindler

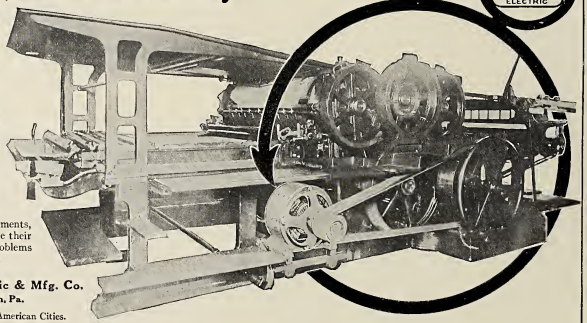
CHICAGO WASHINGTON DALLAS SAINT LOUIS
KANSAS CITY OMAHA SAINT PAUL SEATTLE

Driving the Rotary Press Silently, Efficiently, and Continuously—

When the make-ready is completed, and the publishing date draws near, one rotary press may seriously delay things if the drive should break down.

Avoid these dangers—install Westinghouse-Cline motors and control. This equipment assures silent, efficient and continuous operation.

This equipment is designed and manufactured to meet printing press requirements. It is installed by men who studied requirements, know conditions and devote their entire time to power problems encountered in print shops.



Westinghouse Electric & Mfg. Co.
East Pittsburgh, Pa.

Sales Offices in All Large American Cities.

Westinghouse


The
Mill Price List
Velvo-Enamel
Marquette Enamel
Sterling Enamel
Westmont Enamel
INDIA
Pinnacle Extra-strong
Embossing Enamel
WHITE INDIA
Westvaco Ideal Litho.
COATED ONE SIDE
Westvaco Super
Westvaco M.F.
Westvaco Eggshell
Westvaco Text
WHITE GRAY INDIA BROWN BLUE GOLDENROD
Westvaco Cover
WHITE GRAY INDIA BROWN BLUE GOLDENROD
Minerco Bond
WHITE PINK BLUE CANARY GOLDENROD
Origa Writing
WHITE CANARY
Westvaco Index Bristol
WHITE BUFF BLUE SALMON
Westvaco Post Card
WEST VIRGINIA
QUALITY

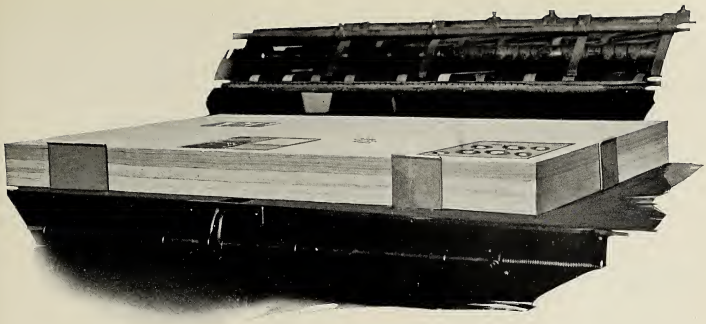


The Westvaco Brands of the West Virginia Pulp & Paper Company are stocked and sold exclusively by the following distributors through the Mill Price List:

DETROIT . . .	The Union Paper & Twine Company
CLEVELAND . .	The Union Paper & Twine Company
CINCINNATI . . .	The Chatfield & Woods Company
PITTSBURGH . . .	The Chatfield & Woods Company
BOSTON	The Arnold-Roberts Company
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D.C. NORFOLK, VA. YORK, PA.	. . R. P. Andrews Paper Company
CHICAGO and NEW YORK	. The West Virginia Pulp & Paper Company

Be Sure Your Name Is On the Mailing List of Our Nearest Distributor So That You Receive the Mill Price List Each Month.

This insert is not a sample of any of the papers advertised



Does Your Stock Look Like This?

Does your stock come through the press even and straight, ready to back up or for the folding machine — or is it full of static and in uneven piles, requiring jogging?

The answer depends upon whether you use a Johnson Perfection Burner or not.

JOHNSON PERFECTION BURNER CO.
2187 EAST SECOND STREET
CLEVELAND

Barnhart Brothers & Spindler
Distributors
Chicago Washington, D. C. St. Louis
Dallas, Kansas City, Omaha, St. Paul, Seattle

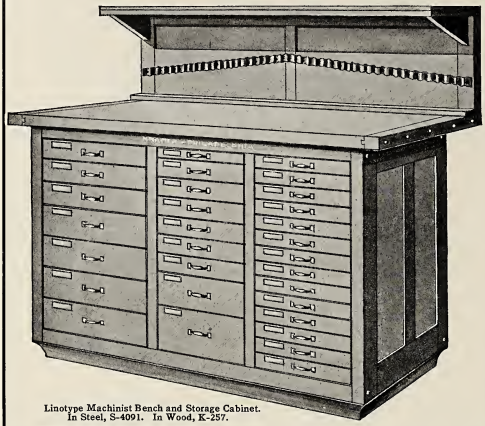
Distributors for Canada and Newfoundland:
Toronto Type Foundry Co., Ltd.
Toronto Montreal Winnipeg Regina

Johnson Perfection Burner

LESS SPOILAGE AND MORE SPEED

PRACTICAL CABINET DESIGNS

Adapted for the Monotype and Linotype



Linotype Machinist Bench and Storage Cabinet.
In Steel, S-4091. In Wood, K-257.

These two Cabinets have been especially arranged to serve as Machinist Working Bench and the Storage of Material and Supplies used in connection with above machines. In addition we have numerous other designs arranged to suit any size office.

For the Linotype

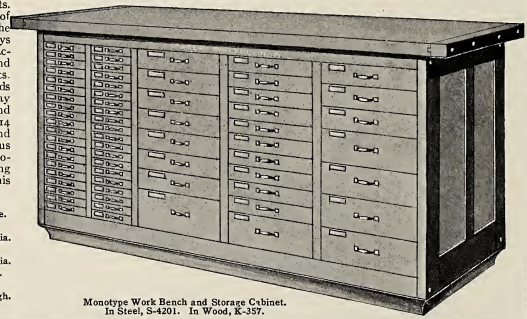
The Work Bench is made of white rock maple, 26″ wide, 70″ long, and 1¾″ thick, with cleated ends. The hood over top provides for tools while at work. Base contains seven large blank drawers for tools and parts, one drawer for liners, special drawer for cleaning space bands, with drop hinged front, three drawers containing 90 removable boxes for small parts, two drawers spaced for larger parts, one drawer for space bands together with 120 large removable boxes, one drawer for ejector blades and 14 matrix drawers. Ends and back of Cabinet are paneled. Concave toe base. Made in all steel or wood.

Write for illustration of other sizes.

Monotype Storage Cabinet — New Design

The new feature in this Monotype Machinist Work Bench and Storage Cabinet is the arrangement for the care of die cases and matrices. Cabinet has white rock maple work top 28″x84″x1¾″ thick. Each of the 40 special drawers provides for one die case with mats. This is a great saving of time in making changes. The die case with mats are always together. This gives a capacity of 40 die cases and 120 fonts of mats and sorts. In addition the Cabinet holds 54 body type molds, six display molds, 60 normal wedges, and one drawer for pump, and 14 blank drawers for tools and parts. Drawers are of various depth. All drawers have automatic locking devices. Among the hundreds of users of this Cabinet are the following:

Industrial Printing Co., Baltimore.
Premier Printing Co, Cleveland.
Franklin Printing Co., Philadelphia.
Wm. F. Fell Co., Philadelphia.
Chilton Printing Co., Philadelphia.
Pictorial Review, New York City.
Monotype Composition Co., Pittsburgh.



Monotype Work Bench and Storage Cabinet.
In Steel, S-4201. In Wood, K-357.

KRAMER WOODWORKING COMPANY (Kramer Steel Products Co.)

FOURTH AND LEHIGH AVENUE CONTINUOUSLY SINCE 1797 PHILADELPHIA, PENNSYLVANIA

Life is one great Ad Venture after another

Our Specialty is the elimination of
Venture in the use of
Printing Inks
Thus releasing
Your overtaxed energies
To register
The full development of
Your Art

Sigmund Ullman Company
Highest Quality Printing Inks
NEW YORK CHICAGO

FRANKLIN PRINTING PRICE LIST

It has saved its cost more than once in time of figuring on jobs alone.
Barron County News-Shield, Barron, Wis.

I think it is one of the most valuable additions I have made to my office.
The Augusta Beacon, Augusta, Mich.

The use we have made of the Price List shows it to be marvelous.
J. S. Zood, Mgr. Lititz, Pa.

We have been doing more jobs, in greater quantities and at a better profit.
H. L. Sunderlin, State Center, Iowa

FRANKLIN PRINTING PRICE LIST

The money I have spent for this List is the best investment I have ever made.
R. H. Alcorn, Rawlins, Wyo.

We consider the List the salvation of the printing business.
Jas. B. Pearce, La Junta, Colo.

The Price List has been a money-maker for me.
Fred L. Tipton, Girard, Ill.

The greatest buy I ever made for the money.
W. N. Curtiss, Continental, O.

The Business Printer is well worth $15 to any printer.
Towne & Robie, Franklin, N. H.

It is the best List that we have seen.
The Leader Pub. Co., Ltd., Regina, Sask., Can.

Would not do business without it.
A. H. Planck, McKinney, Tex.

A veritable life-saver in our shop.
J. G. Campbell, Wellington, Kan.

We wouldn't give up the Price List.
The Recorder Press Co., Albion, Mich.

Send two Price Lists for another year.
E. F. O'Brien, Havana, Cuba

We want to say that we are more than pleased with it.
E. M. Stenniger, Elko, Nevada

Am almost ashamed to pay so little for this service.
M. F. Lee, Haines City, Fla.

Couldn't get along without the "Price List."
Peter Peterson, Manti, Utah

I consider it the best investment I ever made in my life.
Samuel M. Gilbert, The Pioneer Register, Salem, S. D.

Onward! the Cry of Franklin Printers

Endorsed by the big paper supply houses, the big type foundries and the biggest men in the printing industry, the Franklin Printing Price List today ranks as the most potent influence in making for the prosperity of printers all over this continent that exists.

ORGANIZATION

How will organization help you? Are you open-minded as to the plight of yourself and competitor or do you amble along with smug satisfaction, unresponsive to the trend of the times?

You will find organization all around you, but do you recognize in it the potency of tremendous power? If not, better awaken!

Organization means power, for each and every member in it. "Let us organize and progress," should be your battle cry!

"Organization," a teeming monthly publication devoted to this phase of the printing industry, will be sent you for a year for Two Dollars. Subscribe today to this organization-promoter if you want to keep your fingers right on the pulse of printers' progress.

WHY are these big concerns and men so strongly endorsing the Franklin Printing Price List?

WHY are printers subscribing at the rate of about five hundred a month?

WHY are big corporations with private printing plants adopting its use?

WHY are business men recognizing its power and seeking its users?

All because it is right in principle; and, furthermore, because it brings into existence a standard — a fair standard by which everybody is assured satisfaction, fair treatment and consistent quality throughout.

Because it eliminates the uncertainty of the printing business. Uncertainty, or lack of price knowledge, has been the factor directly responsible for the tremendous handicaps the industry has labored under in the past. Printers have not developed financial stability. Your big supply houses and printing men endorse and recommend it so categorically because they have seen its use demonstrated so positively that it spells prosperity for the craft — the big printer and the little printer — that they are using their own organizations to place it in every shop in the land.

In other words, it has made the printer prosperous — and this prosperity has been enjoyed by the allied trades.

And big corporations with private printing plants are adopting it to provide them with *absolutely definite knowledge of their costs of operation.* This shows their confidence in its utility — all *proved* to their utter satisfaction ere they made their decision to use it.

And the business man, he too is converted for the reason that he above all is the real judge of business principles. He recognizes in the Franklin Printing Price List the force that he is going to improve the lot of the printers, to him meaning better service, which he is more than willing to pay for if he can but get it. The Franklin Printer is giving it to him. This printer is getting better prices; he can afford to give better service.

FRANKLIN PRINTING PRICE LIST

Your List is the best article that has ever entered a print shop.
J. E. Wright, The LivingstonDemocrat Geneseo, N. Y.

I realize that success is assured to printers who use the Price List.
D. H. McGrath, Jerome, Idaho

Send three additional copies of your book, for the use of our salesmen.
Keller-Crescent Co. Evansville, Ind.

I figure the List is actually worth seven thousand dollars per year to me.
John T. Durst, Forest City, Ark.

FRANKLIN PRINTING PRICE LIST

FRANKLIN PRINTING PRICE LIST

We discarded our other List and have been using Franklin List ever since we subscribed for it.
A. C. Wersale,
Waconia, Minn.

The work is the finest thing our profit-less soul has seen for many moons.
The Grandview Herald,
Grandview, Wash.

The Franklin Price List is the real bulwark of our defense.
F. W. Hohnson,
Marion, S. C.

Could not get along without the Price List now at any cost.
W. H. McCurdy, Pub.
The Carleton Enterprise,
Carleton, Neb.

FRANKLIN PRINTING PRICE LIST

Mr. Printer, You Are In Great Danger!

Conditions are treacherous now for the printer. Onto you is foisted, to add to your already heavy burden, increased transportation costs on paper. The paper situation causes unlimited anxiety and no little loss of business and prestige. And on top of it all, a difficult labor problem confronts you.

Where is the printer at? you ask. What will be the outcome? Will it be insolvency, or must you grind soul out in the death struggle, sixteen to eighteen hours a day, merely to defer the day of reckoning?

There is, of course, no cure-all for these complexities. But what a deplorable and miserable condition for a printer to "carry on" under the old regime, the old order of things—charging before-the-war prices or even 1919 prices—like so many thousands are doing.

Are you one of the class which is paying toll to a weakness of not knowing what to charge for your product to make a profit; of lacking courage to *serve* for a fair and liberal profit; of living up to the ideals of the successful modern business man of today in demanding at least fair and impartial emoluments; of submitting to the temptations and coercion of shysters who would deprive you of birthright, subjecting you to humilities no creature called "man" should tolerate—*or*

Are you the counterpart of the other extreme—the Franklin Printer, who has been disillusioned and who is reaping the rewards of courage and sagacity, having adopted the most effective of all available forces to progress and to dethrone a spineless thing labeled "fear and ignorance?"

Just hear the voices of Franklin Printers speaking. Listen to their enthusiasm and appreciation; their confidence and assurance that the future is rosy, that all goes well with them.

This ought to be cheerful news to you, Mr. Printer, receiving this invitation to join the success-throng—the printers who are not slaving for a pittance, but getting a good margin of profit on their time and money investment.

Let us show you the way! Let us add inspiration to your equipment and encourage you on to getting a legitimate remuneration for your diligence and endeavors. Probably you only need some more real contact with that big fraternity of printers who are forging ahead. We will give you this contact.

PRINTERS' CLEARING HOUSE

Mindful of the need for *Practical* facilities to make the printing office systematic, we have correlated the knowledge of widely experienced men covering the whole field of printing office conduct into *Practical* systems, and enumerate, among others, the following, which have proved invaluable in obtaining extraordinary results for printeries:

Practical Sample Case for Selling.
Practical Advertising System.
Practical Cost System.

In conjunction with the Franklin Printing Price List no printer need be unsystematic—for these systems and devices are available to all printers at a very nominal cost. Full particulars and samples supplied on request.

Heed the call! Merely say that you are interested, and we'll do the rest. It entails no obligation on your part. Wait not, for tomorrow will be too late. Write today.

PORTE PUBLISHING COMPANY Department I. 221 Atlas Block Salt Lake City, Utah

R. T. PORTE, President

BRANCH: 32 Temperance Street, Toronto, Canada

We are very much pleased with the Price List and the service.
Groton Times,
Groton, Vt.

I find the List the best paying thing I have in my office.
F. C. Fessenden,
Whitehall, Mont.

Can not sail the rough seas of Printdom without it.
The Milan Standard,
Milan, Missouri.

It has made good money for us.
The Wasecа Journal-Radical,
Waseca, Minn.

Price List is just what I needed.
E. P. Andree,
516 Natchez St.,
New Orleans, La.

Sorry that we did not know of it sooner.
G. L. Beetler, Mgr.
Farmington Times,
Farmington, N. M.

We couldn't get along without it.
C. B. Davies,
Concordia, Kan.

We have found it very wonderful.
Behrendt Press,
Los Angeles, Cal.

Will not be without one.
Vernon Parish Democrat,
Leesville, La.

I am getting a great deal of good out of the Price List.
The Lakeland Star,
Lakeland, Fla.

We could not get along without the "Bible."
W. H. Pugh,
Edgemont, S. D.

Once used always used.
Herbert C. Anderson,
The Harlem News,
Harlem, Mont.

We are very well pleased with this service.
August Pohl, Mgr.,
Ashley, N. D.

This is the best thing that ever came our way in this line.
The Co-operative Printery,
Milwaukee, Wis.

FRANKLIN PRINTING PRICE LIST

We are delighted with the List as it saves time and worry in almost every case.
Helling & Porter,
London, Ont., Can.

I would rather do without my feeder than be without the Price List.
Fred P. Robinson,
Curwensville, Pa.

We couldn't do without the Price List now that we have it.
Freeport Press,
Freeport, L. I.

The List made it possible for my office to show a profit.
L. M. Nichols,
The Bristow Record Co.,
Bristow, Okla.

FRANKLIN PRINTING PRICE LIST

Three Models for Cylinder Presses. *Write for Circular I*

UTILITY

SAFETY GAS DEMAGNETIZING

HEATERS

lead all others because they quickdry the ink and increase pressroom production.

Recent re-order sales of utility heaters

A Utility Heater sold usually sells more, as witness the following list of recent re-orders for them:

	Re-orders	*Sold Previously*	*Total*
Art Color Printing Co., New York	1	3	4
Barta Press, Boston, Mass	2	1	3
F. A. Bassette Co., Springfield, Mass	7	2	9
I. H. Blanchard Co., New York	8	2	10
Canadian-American Machinery Co., London	50	6	56
The Chilton Co., Philadelphia	1	1	2
J. K. Eaton, Boston	3	1	4
Finlay Bros., Hartford, Conn	3	1	4
Forbes Litho. Mfg. Co., Boston	10	1	11
Charles Francis Press, New York	1	3	4
Grolier-Crafts Press, New York	1	4	5
W. F. Hall Co., Chicago, Ill.	3	15	18
Hood Printing Co., Memphis, Tenn	1	1	2
Hurst & Hurst, New York	1	2	3
D. F. Keller & Co., Chicago, Ill	2	1	3
Larkin Co., Buffalo	1	1	2
Geo. F. Lasher Co., Philadelphia	1	1	2
Manz Engraving Co., Chicago, Ill	6	1	7
The Maqua Co., Schenectady, N. Y.	2	1	3
Murdoch, Kerr & Co., Pittsburgh	2	1	3
National Cash Register Co., Dayton, Ohio	12	1	13
R. S. Peck & Co., Hartford, Conn	1	1	2
Wm. E. Rudge, New York	3	1	4
Rumford Press, Concord, Vt	6	2	8
Sherwood Press, Hartford, Conn	2	1	3
South Publishing Co., New York	2	1	3
Edward Stern & Co., Philadelphia	1	1	2
Typographic Service Co., New York	2	1	3
Ullmann Press, New York	2	1	3
University Press, Boston, Mass	2	1	3
Zeese-Wilkinson Co., New York	14	1	15



UTILITY HEATER CO.

Main Office and Factory: 220 Centre St., New York

Sold in Washington by Chas. F. Calhoun; San Francisco by Harry W. Brintnall; Philadelphia by Hartnett Co., 1010 Race St.; Pittsburgh by Lewis Roberts, 104 Smithfield St.; Boston by Philip Ruxton, Inc.; London, Eng., by Canadian-American Machinery Co.; Stockholm, Sweden, by Fredr. Wagner.

KIDDER *All-Size Adjustable* ROTARY PRESS

Speed
5000 to 6000 per hour
Perfect Register

1 to 3 colors on one or both sides of web. Practically any length sheet taken from roll and delivered cut and printed. Suitable for printing on wrappings, parchment, grease proof, onion skin, glassine. Also specially adapted for long runs printing such as almanacs, commercial forms, labels or unbound publications.

KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway — TORONTO, CANADA, 445 King Street, West

THE NEXT PRESIDENT
OF THE
UNITED STATES

has used tons of Printing Ink in his printing plant and tons and tons are being used to elect him.

Inks for political printing must suit all parties and meet all conditions, North, South, East and West.

We make Republican and Democratic Inks and all other kinds.

Have you seen our booklets on Printing and Process Inks?

Write, Wire, Phone, Call — Offices in all the principal cities.

Sinclair and Valentine Co.

NEW YORK, 605-611 WEST 129th STREET

BOSTON.....516 Atlantic Avenue	CHICAGO.....718 South Clark Street	TORONTO.....233 Richmond Street, W.
PHILADELPHIA.....1106 Vine Street	ST. LOUIS.....101-103 S. Seventh Street	MONTREAL.....46 Alexander Avenue
BALTIMORE.....312 North Holliday Street	CLEVELAND.....321 Frankfort Avenue	WINNIPEG.....173 McDermott Avenue
NEW ORLEANS.....425 Gravier Street	DETROIT.....184 Gladstone Avenue	ALBANY, BUFFALO and Other Cities.

FACTORIES: NEW YORK, NEW JERSEY, CANADA

GRS
Good Reliable Service

"A word to the wise is sufficient"

Install *on trial* a
Frohn Simplex Feeder

For Your Cleveland Folder

No speed too fast—*nothing simpler to operate.*

Handles the most delicate stock without marking or smutting. *No anti-smutting devices needed with the* FROHN SIMPLEX.

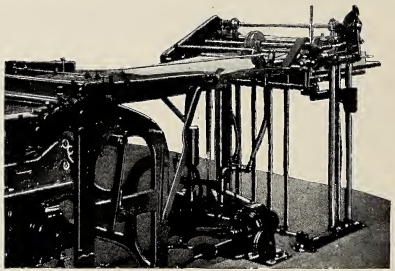
Not an experiment—*a successful feeder for over 15 years*—the first feeder doing as good work as when installed.

Many in use on Cleveland folders and not one dissatisfied customer.

No feeder for Cleveland folders compares with the FROHN SIMPLEX—costs more but the saving of human labor and increased production reduces extra expense quickly—*then the profit keeps growing year after year.* The very nature of the feeder makes the expense of upkeep comparatively nothing.

We believe you can not afford to be without one on every Cleveland you have.

Investigate—*an installation subject to trial in your own plant* gladly made.



GEORGE R. SWART & CO., INC.

Printers' & Bookbinders' Machinery

MARBRIDGE BUILDING *Broadway and 34th Street,* NEW YORK

DU PONT

BRONZE POWDER

Pale Gold 7205F

An Achievement in the Development of the Bronze Powder Industry in America

Unusual brilliancy and covering qualities distinguish Du Pont Bronze Powder as a superior product. It is offered for use wherever the finest and most lasting effects in bronze are desired, either in embossing, lithographing, engraving or flat printing.

E. I. DU PONT DE NEMOURS & COMPANY, Incorporated

SALES DEPARTMENT, CHEMICAL PRODUCTS DIVISION WILMINGTON, DELAWARE



You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen —and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

Our new booklet explains how these blankets decrease makeready from one-third to one-half — enable makeready to permanently stay "put"—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

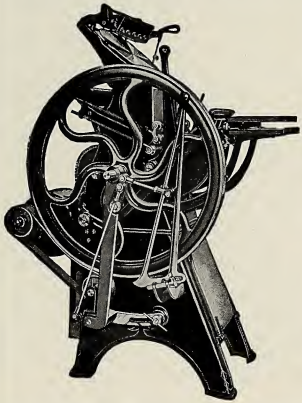
Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

Write or wire for our new booklet. It contains names and addresses of printing plants near you who are already using our blankets.

Carmichael Blanket Co.
ATLANTA, GEORGIA

Branch Sales Office, 771 Mills Bldg., San Francisco

For the Small Work
Economically and Quickly Done—
THE PEARL PRESS



Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation.—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability.—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength.—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless.—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

6. Cost.—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.
Franklin, Massachusetts

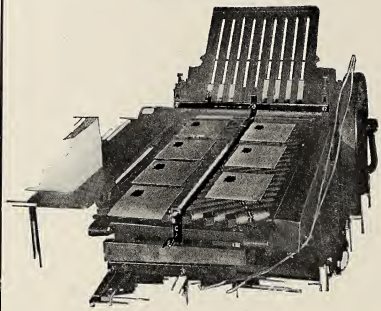
Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE
AMERICAN TYPE FOUNDERS CO.
Also Type Foundries and Dealers Generally

The "Gene" Turner Guide

For Cleveland Folding Machines

(Patent applied for)



"GENE" TURNER

30 EUCLID ARCADE CLEVELAND, OHIO

Send for Vest Pocket Catalog

Doubles the life of the machine.

Doubles the capacity of the machine.

Controls long narrow sheets.

Can be attached or removed in 30 seconds.

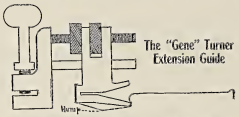
Saving on one job pays for the device.

Right angle or parallel work up to fourteen inches can be run on right hand side, equalizing the wear of the machine and producing 100% perfect job.

Small or fancy parallel or novelty fold work can be cut in the sheet and doubled with two operators, producing better work than if folded two on and cut afterwards.

Long narrow sheets can be fed narrow side to guide without swinging if the guide is used as control; set ½ to 1 in. from off side of sheet.

Two narrow sheets, not exceeding half the width of machine, can be fed at same time, using two guide bars, the middle one acting as a control for left hand sheet and guide for right hand sheet.



"Press the Hump—Slip on—Slip off"

For feeding very small work in first folding plate of Model B, per pair.....$1.50

Better Catalogues at Less Cost

Your hand-covered, side-stitched, paper-bound books are too costly because hand covering, when compared with machine work, is slow and expensive.

A Better Way

to bind these books is to gather the paper covers with the sections, stitch and strip the back with a harmonious color of paper or cloth on the Brackett Stripping Machine.

Why not write or send in samples of your complicated stripping? We will show you how to make a tremendous saving.



WHY NOT BUY an inexpensive machine that will produce ten to twenty times as much in an hour?

RESULTS in a better bound book with stitches and the back covered tightly.

MONEY SAVED in labor and rent will more than recompense you within a short time for the investment.

It is an all-purpose machine which will strip end sheets, reinforce outer sections, make hinged covers, hinge maps, cover the backs of books ¾" to 1" thick and strip index sheets or any other stripping which is done by hand.

BRACKETT STRIPPING MACHINE CO.

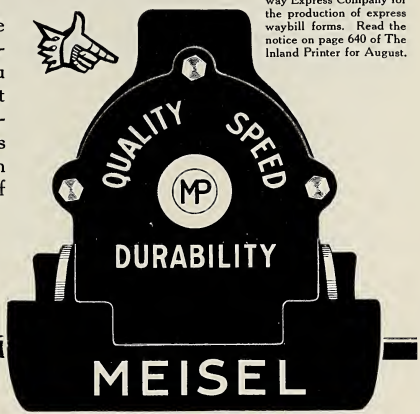
TOPEKA, KAN.

The "Sterling" Mark of Presses

THE Meisel Trade Mark is like the Sterling stamp on silverware. It is your assurance that you are getting a machine of the highest quality and one that will be a profitable investment. Meisel Presses are making money for printers in hundreds of plants. Is yours one of them? Write for details.

MEISEL PRESS MFG. COMPANY

944-948 Dorchester Ave.
BOSTON, MASS.



Trade Mark Registered U. S. Patent Office.

A MEISEL PRESS of special design has been installed in the private plant of the American Railway Express Company for the production of express waybill forms. Read the notice on page 640 of The Inland Printer for August.

The Eternal Question Asked Printers

"What is the Price"

You will find a profitable answer in Nashville Printers Club's reliable and authoritative

PRICE LIST FOR PRINTING

Compiled from authenticated Records of Cost and Production.

Now Ready, List No. 6.

Revised Completely to August 15, 1920.

More than 200 schedules covering all classes of Commercial Printing, Blank Books, etc. Published continuously by the Nashville Printers Club for the past eight years. In use in more than 1000 shops in all parts of the country. Many big shops use from 6 to 20 of these lists. This list is available to buyers of printing. A fair list to check by. A safe list to sell by.

RECENT ENDORSEMENTS:

Ward Printing, Washington, Pa., July 23, 1920.
"Continue price list service for another year. We consider your list the best, although we are Typothetæ members."

Commercial Lithographing Co., Louisville, July 14, 1920.
"Have been using two of your lists for the last year, and find them very valuable. Send three additional lists at once."

Caldwell Publishing Co., Lenoir, N. C., March 10, 1920.
"We are thoroughly pleased with your price list. Kindly send us two more complete lists."

Knoxville Lithographing Company, Knoxville, Tenn., March, 1920.
"I think it is the best printers' price list that has ever been issued."

Brandao Printing Company, New Orleans, La., March 5, 1920.
"Your 1920 list is worth all you ask for it—and more."

Price $15.00 Sent on 5 days' approval to any reliable concern. Further information on application. Nashville Printers Club, 403 Commercial Club Bldg., Nashville, Tenn.



Miles and Miles of Leads and Slugs

Are Quickly and Cheaply Produced by the

Thompson Type, Lead and Rule Caster

THE galleys shown above contain 33 pounds each of 2-point leads and 6-point slugs, a total of 66 pounds produced in 50 minutes, including change of mold from leads to slugs.

It is this great output, combined with the high quality of its product, that makes the Thompson the only type and lead caster you can afford to install.

And you should install a type caster. The high wage scale in composing rooms, together with the high cost of foundry type and spacing material, are two big reasons why you need just such a machine.

With a Thompson in your composing room there will be an immediate reduction in these high costs. Eliminating the expense of distribution, wiping out type foundry bills, doing away with picking and hunting for sorts, are three ways the machine will save you money. A request on your business letterhead will bring further particulars.

THOMPSON TYPE MACHINE CO., 223 West Erie St., Chicago

For Job Presses—

Save your Rollers from getting cut by rule work and get a better product

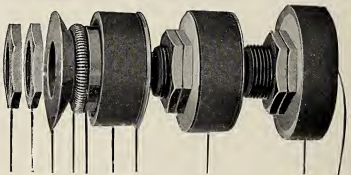
DO away with the necessity of using bearers in your Press forms—prevent slurs caused by sliding of form rollers—turn out fine halftone printing and other difficult work with ease—use

Warner Expansion Roller Trucks

Bearers are unnecessary and the work is produced without slurs or other defects due to sliding of form rollers. Turn out the finest work, such as delicate vignette halftones, halftones with heavy solids, tint blocks, rule work, gold ink printing, or any work where the rollers are likely to slide across the form.

If extra distribution is desired you can run the vibrator with the Warner Expansion Roller Truck, since you have the full width of the surface of the truck tire bearing on the track, leaving no chance for the roller trucks to skid.

Notice the illustration (9) in this advertisement and you will see that the tire does not flare out at the sides when expanded. Trucks can be left on the press while idle or over night and they will be just as true as the day they were put on the press. You are always assured of equal ink distribution with the Warner Expansion Roller Trucks, since there are no flat spots and the surface of the tire is always even. They are strongly built without unnecessary weight.



THE proper expansion for a roller truck is illustrated above. Read the following explanation:

1—The lock nut is locked when truck is adjusted to its proper diameter.
2—The adjusting nut which is used to adjust the truck to its proper diameter.
3—Allows spring (4) to climb upward when the nut (2) is adjusted.
4—Endless coil spring closely wound which is used for internal expansion.
5—Spring steel band which is placed around coil spring (4) to give flat foundation for rubber tire (6).
6—Tire which is made of a composition of rubber to overcome the effects of ink, oil and gasoline. Tire is V-shaped to fit (3, 7) so as to overcome the ink, oil, gasoline, or any dirt getting into the internal parts of trucks.
7—V-shaped washer, same as (3).
8—Roller assembled ready for proper adjustment.
9—Roller expanded to its full capacity. Allows for ¼-inch expansion over all.
10—Hexagonal hub. Allows the use of a wrench and keeps inking rollers from turning while adjusting trucks to proper size.

TEST THEM YOURSELF

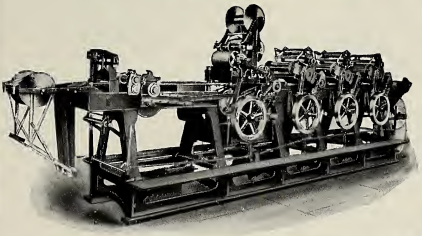
Order a set on a *free* trial basis of 30 days—If unsatisfactory return the trucks at our expense—otherwise mail remittance for $18.00.

Expansion Roller trucks for C. & P. Gordon Job Presses of all sizes

WARNER EXPANSION ROLLER TRUCK CO. Box 424 North Chicago, Illinois

New Era Multi-Process Press

This is the Era of Specialists
This is the Press for Specialties



5,000—8,000 IMPRESSIONS PER HOUR

Can Be Assembled to Print in ANY NUMBER of COLORS on ONE or BOTH SIDES of stock

Uses Flat Plates or Type

Automatic Roll Feed

Rigid Impression Easy Make-Ready

Splendid Distribution

Attachments to Punch, Perforate, Cut to Size and a Great Variety of Other Operations

ONCE THROUGH THE PRESS COMPLETES JOB

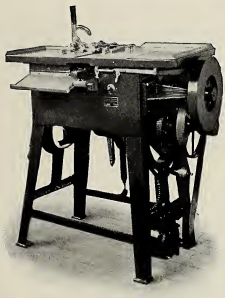
Prompt Deliveries of Work Mean Pleased Customers

This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

Ask us what we can do for you along the line that you are considering specializing in, sending samples to show the operations so that we can quote you on a suitable Multi-Operation Press for your work.

Built by **The Regina Company** *Manufacturers of High-Grade Specialties*

217 Marbridge Building, 47 West Thirty-Fourth Street, New York City



The Ludlow Typograph
Display Composition—8 to 60 point without any change whatever of machine, mold or liners.

THE NET EXPERIENCE *of users—employers as well as employees—proves conclusively that the Ludlow is the easiest and most economical system of display composition in the world. To those in doubt some interesting "FACTS" are available for the asking.*

Ludlow Typograph Company

General Office and Factory, 2032 Clybourn Ave., CHICAGO
Eastern Office, 606 World Building, NEW YORK

THE LUDLOW

A Complete System for DISPLAY *Composition*

All Display in this Advertisement is Set in Ludlow Typefaces—Note Full-Kerning Italics

Two Essentials at least

that mark the progress of our career are found in our business of supplying Machinery and Materials for **Photo-Engravers, Electrotypers, Stereotypers,** and **Printers**—

Wesel Quality and Service

THE QUALITY—the Best Made.

THE SERVICE—at your service in any way we can serve you.

SPECIAL MACHINERY built to plans and specifications.

As an old established house, experience and knowledge have placed the Wesel Company in an excellent position to respond promptly as to your orders or inquiries. Do not hesitate to ask us regarding your plans or needs. Our Western Representatives are advised from the Home Office.

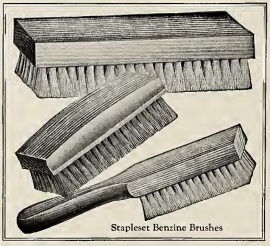
F. WESEL MANUFACTURING CO.

Home Office, 72-80 Cranberry St., Brooklyn, N. Y.

Please mention The Inland Printer.

Each Tuft of Bristles Fastened With a Staple

Stapleset TRADE MARK Benzine Brushes



Stapleset Benzine Brushes

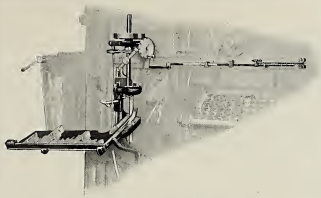
REGULAR BENZINE BRUSHES are made in four sizes, Nos. 15, 20, 25 and 30. Size No. 20 is 2½x7¾ inches. The Oval-Back Benzine Brushes are 5⅛x2¼ inches. No. 1 has long and No. 2 has short bristles. The Perfection Benzine Brush is 5x2⅛ inches, and is made with ten rows of pure China bristles. No. 2A with handle has a 4-inch brush.

The Sign of Quality *Stapleset* Stamped on Each Brush

Send for illustrated circular "EVERYDAY NECESSITIES FOR THE PRINTING OFFICE," showing a full line of brushes and other printing accessories

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY



THE MOHR LINO-SAW

cuts slugs as they are ejected from the mold of the Linotype or Intertype to any desired length. It is a great time and labor saver.

MAY WE TELL YOU ABOUT IT?

MOHR LINO-SAW CO.
513-515 West Monroe Street, Chicago

N-O-S COMPOUND does away with the necessity of slip-sheeting. Why not try it?

JAENECKE-AULT COMPANY

CHAS. H. AULT, PRESIDENT & TREASURER

THE HIGH REPUTATION OF OUR **INKS** IS WORLD-WIDE

JUST AS IT WAS NEARLY A CENTURY AGO

MANUFACTURERS OF
FINE PRINTING & LITHOGRAPHIC INKS

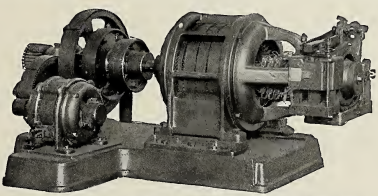
FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.
BRANCHES: NEW YORK·CHICAGO·CLEVELAND
Our goods can also be obtained from printers' suppliers everywhere

"First Aid Hints to Printers." Our little booklet just issued is yours if you'll only ask for it.

LARGER QUARTERS :: LOWER RENTS

BETTER LIGHTING SATISFIED LABOR GREATER OUTPUT

These are some of the reasons why printers are moving from the centers of big cities to the suburbs. This change frequently means a change from direct current motors to alternating current motors. The Sprague Electric Works have made a specialty of this change over work. Many large contracts for fitting out plants with A. C. motors have been handled by them.



This illustration shows a two motor A. C. drive large magazine web press as used for printing periodicals and catalogues. It is actuated by full automatic control.

SPRAGUE ELECTRIC WORKS

Of General Electric Company

Main Offices
527 W. 34th St. New York.

Branch Offices
in Principal Cities

The Inland Printer

Vol. 65, No. 6 September, 1920

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, Editor

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PUBLISHED MONTHLY BY

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632 Sherman St., Chicago, U. S. A.

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THE HENRY O. SHEPARD CO., CHICAGO PRINTERS, CHICAGO.



Don't Waste Time

waiting for repairs.

The man without a set of seasonable Rollers is in the same predicament as the man without a wearable pair of shoes. Both have to wait for repairs.

A set of seasonable Rollers held in reserve saves a great many valuable minutes in the press-room. Think what it is worth on the cool, dry days we will have this month to have a set of pliable Rollers in the racks for replacing those which have hardened and shrunk in the press. If you have a few seasonable Rollers in reserve your presses can be operated continuously.

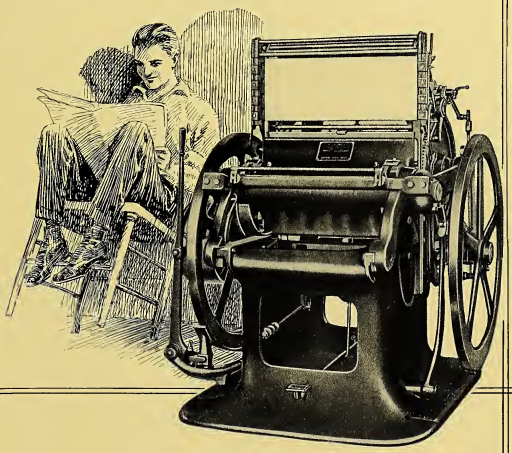
Remember "One good Roller on hand is worth three on the way," and order a seasonable supply of those extra long-wearing, result-producing "Fibrous" Rollers today.

Bingham Brothers Company

(Founded 1849)

ROLLER MAKERS

MACHINE CAST PRINTERS' ROLLERS TRADE MARK ESTABLISHED 1849



NEW YORK
(Main Office)
406 Pearl Street

ROCHESTER
89 Mortimer Street

PHILADELPHIA
521 Cherry Street

BALTIMORE
131 Colvin Street

Allied with
Bingham & Runge Co.
E. 12th St. and Power Ave., Cleveland, Ohio



Copyright, 1920, by The Inland Printer Company

EARLY MASTER PRINTERS

I—CHRISTOPHER PLANTIN

1520-1589

The Inland Printer

LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 65 SEPTEMBER, 1920 NUMBER 6

SHALL APPRENTICES BE TRAINED OR EDUCATED IN PRINTING?

BY FRANK K. PHILLIPS

THE present dearth of workmen in the printing industry is arousing much interest on the part of employers and employees as to the selection and teaching of apprentices. Many suggested methods of producing competent workmen are constantly being presented, but nearly all of these methods endorse either the shop or the public school as the proper place to provide instruction. Which of these places should be selected? That is to be determined. The selection of the best place for apprentice instruction, depending as it does upon the question of instruction methods in either the shop or the school, is a very vital matter.

The ordinary shop method is that of technical *training;* the school method is that of technical *education.* Between the two methods of instruction there exists not only a distinction, but a great difference. Technical training means to teach by repetition those processes which help standardization and quick production. It makes of the worker one cog of a vast machine by so familiarizing him with his job that he does the right thing at the right time almost automatically, and becomes merely a specialist in his particular line. The result of training a number of workers in specialty operations undoubtedly leads to quicker and greater production.

As an elementary illustration we may take the case of the trained monkey Joe, who takes so prominent a part in some more or less humorous moving pictures. Joe is undoubtedly the best trained monkey in the world, and performs prodigious feats. One can easily imagine the great patience and persistency of the trainer teaching him to perform, with the numberless repetitions necessary of each trick, until at last Joe automatically performs the right feat when the proper signal is given. But, Joe is only trained — not educated. Left to himself he probably would soon discard the human apparel which he affects in the movies, and his apparently human customs and mannerisms would be replaced by the natural customs and instincts of the ordinary monkey. However, could Joe be taught to understand the hygienic value of bathing, the healthful value of proper diet, and the elevating influence of correct customs he then would be educated as well as trained.

Technical education means to teach more than the actual technical processes. It teaches theory along with facts, excites the vision and imagination, and above all things it affords an opportunity for creative ability. Had he possessed only technical training and not technical education, Benjamin Franklin would never have improved the printing press, would never have discovered that lightning and electricity are the same thing; nor would Ottmar Mergenthaler ever have invented that marvelous machine, the linotype.

Printing was originally intended as and by many is now considered an art — one of the great arts — but the substitution of training instead of education has largely caused it to be looked upon today as nothing but a trade, wherein technical operations and product are emphasized and creative ability and inspiration are not encouraged. Present apprentice training methods, or more correctly speaking, the lack of apprentice training methods, are largely responsible for the inferior printing produced, and for the lack of competent

workers in the industry. Few self respecting boys of sixteen years of age or over are willing to be identified with an art where they are compelled to depend on the whim of a journeyman printer for the knowledge they may obtain of any of the technicalities or processes of that art, nor are they willing to labor under factory conditions in an attempt to produce an artistic output requiring thought, initiative, and skill equal to that of the fine arts. Subconsciously, perhaps, they realize the difference between training and education. They want to be more than mere workers in printing factories; they want to be artists who create and work in order that they may have the opportunity of displaying the results of their efforts to be criticized, corrected, or praised as the case may be.

The teaching of printing apprentices in the past has been mostly confined to training methods, and to this fact may be largely attributed the scarcity of competent workers and the specialization of workers in the various processes of the industry. How could any boy learn the principles of the printing art in a modern newspaper plant, which more properly should be called a newspaper factory? The production of the type matter used is mechanical, the assembling of this matter into page formation is mechanically done by makeup men, most of whom know nothing about shape harmony (and would not have the time to utilize such knowledge even though they possessed it), the making of the matrix is mechanical, and the press upon which the paper is printed is an automatic machine, needing machinists more than artists to operate it. Surely, under such conditions, one can not expect an artistic product. The apprentice boy unfortunate enough to have entered a newspaper factory has little incentive to study the beautiful and interesting history of printing, or the theory which should accompany the actual performance of the technical operations. He doesn't study them, but is content to learn that particular mechanical branch which to him offers the road of least resistance, being influenced, of course, by the wage scale and the working conditions existing in the particular branch he patronizes.

Apprentice conditions in most of the job and book publishing shops are little, if any, better than the conditions in the newspaper factories. The stress is usually placed on the quantity of production and not on the quality of the product.

Technical training without being supplemented by educational processes is often valuable in emergency cases, where it is desirable to produce certain commodities in the shortest possible time. For instance, with the entrance of the United States into the world war there was an immediate demand for specialized workers, such as riveters, boat builders, radio operators, machine tenders, etc. Indeed, it is no exaggeration to state that the need for specialized workers was one of paramount importance. How to secure a sufficient number of these specialists in the shortest possible time was a vital problem that had to be solved and solved quickly. The Government solved it by calling upon the educators of the country and putting up to them this matter of producing specialized workers. These educators, using vocational methods, trained thousands of such workers who were placed in standardized shops and shipyards.

In the printing industry the present demand is for trained workmen; men familiar with certain technical processes who, by coördinating their efforts are capable of producing a product quickly and efficiently. The demands of the printing industry may be compared to the military demands for war material during the conflict, but the future will offer the more lucrative positions to the educated artizan, or, more exactly speaking, to the artist, who is not only able to perform the skilled operations but who can originate and plan ideas.

The trouble with some journeymen printers who learned their trade in shops is that they have been trained — not educated. A number of them can set type, or can lock up forms, or can make ready on a press; in fact, some of them can perform all the technical operations of printing, but few of these journeymen can give you an accurate account of the history of the art, or of the great benefit of printing to civilization, nor do they possess an extensive knowledge of the fundamental principles of art, lettering, and geometric design, which are essential to produce printing of originality and above the ordinary quality. Perhaps a majority of them possess just enough skill to produce in one of the many technical operations of printing. They are trained in their particular phase of the craft, but they have not been educated in the broad, general sense that makes for the future growth and advancement of the art.

Mere training which offers no incentive to become educated often stultifies ambition and transforms the embryo artist into the skilled worker, whose inspiration and pride in his work have been destroyed and who may degenerate into a routine drudge, a clock watcher and wage grabber.

To become properly educated in the printing art it is essential that present apprentices receive part of their instruction outside the ordinary shop, where the chief incentive for production is the dollar. With but comparatively few exceptions the print shop can not function in providing entire instruction to apprentices. This positive assertion is made despite claims of so called industrial experts who stress the importance of shop "atmosphere" and shop "conditions." The very fact that they advance these things as being necessary is proof that they have no actual knowledge of the atmosphere and conditions in average print shops. Artistry and inspiration in the ordinary print shop of

today is largely asphyxiated by the fumes of molten metal and nerve wrecked by metallic noises.

No, the print shop is not the place of elementary instruction. The proper place is the public school, the birthplace of utilitarian creative spirit and the foster spirit of "doing something for its own sake."

The schools are equipped to provide instruction. More than fifteen hundred of them are provided with equipment and instructional facilities to furnish instruction in printing, with an "atmosphere" of learning and under "conditions" that would have a tendency to produce artists and not factory workers. The schools can supplement mechanical training with theoretical education. Employing printers, under the guidance of professional educators, are realizing these facts.

Two instances of the coöperative plan between the employers and school authorities are the apprentice training systems of Connersville, Indiana, and Little Rock, Arkansas. As to information regarding the degree of success being secured it is only necessary to quote from an article by Francis H. Bird, assistant director, Department of Industrial Relations, United Typothetæ of America, in the May issue of *The Typothetæ Bulletin*. Mr. Bird writes:

Mr. Shellhouse, director of production of the Express Printing Company, was very much perplexed over the labor problem in his plant. His production was decreasing. Help was getting scarcer and scarcer. He saw the industrial condition facing the printing business unless some one got busy. The more he thought about the subject the more distracted he became. But one day the big idea came. Why not study the vocational education laws and see if they could be used to the advantage of the printing trade?

He took the matter up with the high school officials of Connersville, and with the board of directors of the Express Printing Company. A coöperative plan of training high school boys was worked out by which the Express Printing Company instructed the high school boys, not only in the various branches of the printing industry but also in its art, creative and accounting departments, a part of each day.

How is the plan working out? Mr. Shellhouse appears satisfied with the work the boys are doing in his establishment, while the school officials report that those boys who are getting five hours' practical work daily in the Express Printing Company's plant are doing better in their school classes.

It is quite a jump from Connersville, Indiana, to Little Rock, Arkansas. In Little Rock, however, the employing printers are experimenting with a plan somewhat similar to that just described for Connersville, with one fundamental difference — the Little Rock employers together with the Typographical Union are coöperating with the public school authorities. As far as can be ascertained, the plan is working out successfully.

The students in the schools referred to are being educated as well as trained in the art of printing. As long as our public schools exist there should be no danger of the degeneration of the *art* of printing into the *trade* of printing. The school *educates* in the art of printing; the shop *trains* in the printing trade.

ALL THE WORLD LOVES A SPECIALIST

How to bring the far away (physically) business into your own print shop — some suggestions and some facts.

BY ROBERT E. RAMSAY*

NOT long ago I first met the manager and salesman of a certain Middle Western printing concern. We met at an advertising convention, in fact. Perhaps he felt it necessary to explain why he was there, though increasing numbers of printers are going more and more into the advertising end of the business, and the more progressive are becoming real advertising counselors. "You see, Ramsay," he said, "I kill two birds with one stone. I make the advertising convention while I am East selling certain insurance companies some printing."

At the time I was a bit surprised at his being able to sell printing so far from home, and I told him so.

"We have some special work we do for them," was his only explanation.

Some time after that I happened to be in the home town of that printer and made it my business to call on him personally and see his plant. I was in for another surprise. They had a neat, well equipped plant, but a rather small one. In the town there were not less than three plants which were larger and better equipped than the one I was then calling on.

The bulk of the business of that Middle West small printery was being sold to Eastern insurance companies, and at good prices, practically without competition.

"How did they do it?" you ask.

By specialization. They specialized in the preparation of small enclosures designed especially for use by insurance companies. By specializing they were able to produce *ideas* that had not been used by the insurance companies, and by reason of their outside viewpoint, ideas which had not occurred to the insurance companies themselves.

Starting in a small way they had built up a repeat business that eventually made it impossible for my printer friend to attend the advertising club conventions because he was so busy getting out specialized insurance advertising printing.

*Director, Sales Promotion, Publicity and Advertising, American Writing Paper Company; formerly editor *Advertising and Selling, Postage*, etc.; author of "Effective House-Organs."

Since then I have kept my eyes open for other examples where printers have by specialization put themselves out of the realm of competition, so to speak.

And the profit is not all on the side of the printers, as the customer by reason of their specialization is able to get his work at a lower price, with fewer chances of being disappointed, and with considerably less work and worry on his part.

In Cleveland there is a firm of printers who for many years have had the account of at least one steel office equipment house, solely because they were specialists in printing such catalogues, booklets, and so on as were usually bought by firms in that line. They have artists who are specialists in retouching drawings and photographs, and their compositors and other plant men are adepts at handling the many varied and extremely technical details in that field.

In another Eastern city there is a firm of printers who specialize in the production and printing of house-organs. They have for a long time piled up the total of a house-organ each working day. In New York city not many weeks ago I heard the proprietor of a big, finely equipped shop say: "Some day I hope to have a plant that is like Soandso's," mentioning the firm specializing in house-organs. Now the fact is Soandso's shop is not over half the size of the New York city plant. Yet there is a concern that has made its reputation by specializing.

In Omaha I found a big printing establishment which was printing catalogues and advertisements of pedigreed stock farmers from all quarters of the beef raising country. Many of the catalogues were sold entirely by mail, and as time went on the business of that concern grew in this particular because it specialized in this form of printing.

Of course for years we have had the printing plants which specialized in long runs, the bookbinding specialists, the concern whose complete plant was its talking point, and so on. Those were specialists from the *mechanical* angle, but what we are talking about today are the *specialists from the mental viewpoint.*

We have our criminal lawyers, our will case specialists, our pleaders and our strictly office advisers in the legal fraternity. We have surgeons, eye, ear and throat specialists, specialists in bone diseases, and a multitude of other specialists in the medical profession.

Why not printers who are specialists in the various industrial forms of printing? How soon shall we see printers specializing on production of printing designed to sell incubators, ice boxes, paint and varnish, retail store advertising, department store advertising, desks, typewriters, ice, milk, bread, coal and wood, building material — and a thousand and one other things which will occur to every reader as he reads this paragraph? Or, what is perhaps more logical, why not specialize on some class of prospect whose needs and wants you are in position to know, as retailers of hardware, retailers of shoes, retailers of this, that and the other product? Or, specific prospects such as farmers, merchants, manufacturers — this would have to be specialized of course — and so on.

What the little print shop out in the prairie country did with the mammoth life insurance companies can be done by every other printer in the country who has the vision and the "go ahead and get it" spirit. Such business as this is not subject to local conditions. It is usually not subject to competition. Frequently it can be taken months ahead of actual delivery date and used to fill in the valleys of production which our friends, the efficiency experts, make mountains out of.

The change can be made gradually in any shop, you are not counseled to throw out your present bread and butter business. Far from it, keep that and use the specialization stuff as the back log to your fire for the winter time of orders.

In one field, perhaps, specialization has been a bit overdone, we might as well admit, and that is catering to banks. I dare say there is hardly a scheme of any kind that in some course of its career is not tried out on our friends the bankers. The reason is obvious, the list is so easy to get at, with all the officers, capital and surplus, and all the other facts needed for a specialized campaign. More than that, bankers are sporadic advertisers as a rule, and "fall for" these schemes, it seems, and from the manufacturing standpoint you have only about a thirty thousand list to work on. So let the bankers alone, but aside from that I believe my heading, "All the world loves a specialist," holds good.

I must hasten to add that the bankers' list is not a barren field *if* you can produce something brand new and appealing, for I know of several new things which have been sold to the bankers by specialists in printing bank supplies, advertising, etc., one of them such an ordinary every day thing as a coin wrapper with a unique advantage.

While I have — for obvious reasons — not mentioned a single name in this article, I can assure you that every case is a genuine one, and names would have been used had I not thought that doing so would embarrass the originators of these plans.

How would I suggest a firm to join the specialist class? I would analyze the plant equipment, possibilities of stocks to be needed, the brain ability of the men behind the plant or who could be interested in it, and then I would pick out an industry which according to Babson and similar reports was in good healthy financial condition —not already overworked. I would study that industry until I knew more about it than the *average* man in it. Then I would sell my first man, and then like the old saw about opening the bottle of olives, "the rest will come easy," for I repeat:

"All the world loves a specialist."

OUR CONFUSION AS TO COMPOUNDING

BY F. HORACE TEALL

NO extended systematic search is necessary to discover that individual persons have widely differing ideas of propriety and of necessity in regard to joining two English words, not only as to when the words should combine, but as to how to combine them, whether with or without a hyphen. And this is no new problem, but has existed, though but slightly studied, for centuries. A noted grammarian, William Chauncey Fowler, said: "Compound words in English, as distinguished from derivatives, have received comparatively but little attention; yet, from the great variety of the component parts, and the different relations in which they stand to each other, it is evident that these words deserve a more minute investigation." This is certainly true, and probably will remain so. An adequate exposition of all that is proper to the subject would fill a large book. Of course we can not attempt anything more than generality. The present writer has ventured one full systematic treatise and found little adoption in full of his system, which, however, he still holds as correct in principle.

The great point of divergence in opinion is one that is most clearly told in terms of grammatical classification. It is simply that of the difference between a noun and an adjective, and I shall strive to make clear the somewhat limited distinction as I see it. It is more fully explained in the Standard Dictionary. Some authoritative teachers have insisted that the mere placing of one noun before another made the first one an adjective; others, and among them most of our best grammarians, deny that mere position has this effect. The latter I hold to be correct.

Henry Sweet was one of the keenest English grammarians. He told, in the preface to his latest grammar-book, a story of his saying at a meeting that cannon in the word cannon-ball is not an adjective, meaning, of course, that it retains in such use its primitive function of a noun and so becomes part of a new word. He wrote that a prominent teacher, author of grammar-books, instantly protested that cannon so used is an adjective, and others united in protesting to the same effect, which meant that cannon ball is two separate words. One of these reasonings must be right and the other must be wrong, and I personally have no hint of a doubt that Sweet was right. Before telling what is my reasoning in regard to such words, which I shall explain dogmatically, we may note a variant treatment by John Earle, another highly credited philologist. Earle said that mere position before another noun made the first one become an adjective, and he did not say in connection with such statement that sometimes it was not so. But in the same book, elsewhere, in treating of compound words, he divided them into what he called orders, and made his first order consist of words made by joining two nouns into one, with no provision for instances where the two should remain separate. Earle spoke truth in both places, but not full truth in either.

An adjective is a word added to a noun, but remaining a separate word, to attribute or assert a quality, quantity, characteristic, or limitation which actually distinguishes the thing named from others of a similar nature or make. Thus, in the phrase paper box, the separate word paper distinguishes a box made of paper from a box made of any other material. A box used to keep paper in may be of any material, and so is not distinguished or defined by the word paper alone before box, but properly by the compound word paper-box. A paper-box, in other words, is simply a box for paper, and the name is one noun made by uniting two merely naming elements, as truly so as the name papyropyx would be if that were used instead. The difference in function between the two uses of the word paper is clearly a sound basis for difference in classification.

The grammatical distinction here indicated is undoubtedly the basis of the difference between the compound and the two-word forms used in good print. A simpler means for discrimination is necessary, however, and is found in the common rule based on accentuation, with the limitation that that rule is not applicable in all cases, especially in deciding between use of the hyphen and what printers call the one-word form. Certainly the editors of Webster's New International Dictionary did not apply it when they made letter writer two words and story-writer a hyphened compound, nor in the case of their other innumerable discrepancies. It is equally certain that any reasoning that influences in one of the two cases here named is entitled to the same effect in the other.

Added to the confusion thus indicated is the growing tendency toward the rejection of hyphens altogether, which to me seems nothing more or less than puerile nonsense. But it must be admitted that the whole subject is of slight importance in general, unless we can secure wide adoption of some real system which will adequately provide for preservation of distinctions that are urgently necessary to sense. Our dictionaries, our grammars, and our authors have left or kept us

unprovided in this matter, and it seems that we must remain so. Of one thing I am fully persuaded, and that is that the systematic use of the hyphen in certain kinds of compounds, if it could be universally established, would afford sure relief from one source of very common annoyance. Such relief would undoubtedly be of practical benefit to proofreaders, who now must be satisfied with merely following copy or definite instructions. The time when, as Benjamin Drew told us, "the proofreader is left to his own discretion, and can do very much as he pleases," is surely gone, if there ever was such a time.

OVERCOMING STATIC ELECTRICITY IN PRINTING

BY W. D. HORNADAY

IN the dry and more altitudinous part of west Texas and all through the Southwest there are times when static electricity is so bad that it is almost impossible to operate printing presses. In summer this troublesome period often lasts for several weeks at a stretch. L. D. Shaw, editor and publisher of the *Higgins News*, of Higgins, Texas, has invented a device for overcoming static electricity and has had it in successful operation in his printing plant for some time. He has a technical education in electrical engineering. He describes the device as follows:

"It has been a known fact for many years that moist paper will not electrify. Acting on this knowledge, for several years I have been working on a device that would feed sufficient moisture to paper, while in the act of printing, to prevent electrification, and at the same time not make the paper soggy and unsightly.

"Almost two years ago I applied the device to our press, in its present form, and from that day to the present I have had no trouble whatever from 'static.' The device consists of a suitable tank, the length of which is the width of the largest paper that is to be used on the press. This tank — on some presses two are needed — is placed in position parallel to the cylinder of the press, and at such a distance that it will not interfere with the grippers or other part of the press.

"I also have what I term a brush, composed of some absorbent, fibrous material, that will feed the water from the tank to the paper passing over the cylinder of the press, by capillary attraction.

"I also have a mechanical arrangement to hold the brush, or any portion of the brush, to the paper that is being printed, so that in case sheets smaller than the capacity of the press are being printed, the tympan on the press will not become water soaked.

"After much experimenting I find that nothing does so well to use in the making of the brush as a soft, tough paper, and I have found that news print will answer the purpose and will do the work for quite a number of weeks before it wears out.

"In making the brush I take about twenty layers of suitable paper, and in order to aid in the feeding of the water I use a number of layers of blotting paper along the lower end of the brush, but I do not carry the blotting paper to point of contact with cylinder.

"In actual work I make the brush in the form of a right angle along its length. The bottom portion of the brush stands in the water in the tank, in a perpendicular position. The horizontal portion of the brush touches the cylinder of the press very lightly, along the whole length of the cylinder.

"With suitable screws I am able to bring the brush in more or less close contact as the case may necessitate, and it is possible to feed sufficient water to the press to soak the tympan, if it were so desired.

"When 'static' is not bad, but is present, I find that absolute close contact of brush with cylinder is not needed, and I have used it with the brush absolutely out of contact.

"On a drum cylinder two of the brushes are needed — one feeds water to the cylinder at a point where it moistens the paper in passing over the cylinder, the other is placed so that it lightly touches the tympan after delivery of the sheet of paper.

"Both water tanks are electrically grounded, and of course the brushes are also grounded at the same time as the tank. By this I mean to say that the grounding of the tanks also grounds the brushes.

"I am a little inclined to believe that, in spite of the moisture applied to the paper, some little electricity is generated, but I have never been able to establish it to my own satisfaction. But should electricity be generated, the brushes, thoroughly soaked with water (an excellent conductor), carry off the electricity as it is formed and the sheets deliver in good shape.

"On a two revolution press I am somewhat inclined to believe that only one brush will be needed, but I am not sure on this point, and it may be necessary to use more than one brush in actual practice. Not having tried it on a two revolution press I can not speak with certainty.

"On first thought it would seem as though the tympan of the press would become water soaked and soggy. Such, however, is not the case. With continued use of the device the tympan is uninjured and examination would not disclose the fact that water had been applied to it.

"I am not absolutely certain that it is the moistening of the paper that prevents the generation of electricity. Of course we all know that sufficient water will do this. But I apply so little water that I am inclined to the belief that the brushes carry off the electricity rather than prevent it. The fact that once in a while there is evidence of electrolysis in the vulcanized iron tank might lend support to this theory.

"For fourteen years we had been much troubled with 'static.' This dry climate is very favorable to it, but since putting this device on our press we have been free from trouble caused by static electricity."

LETTERHEADS AS DIRECT ADVERTISING

BY FRANK H. WILLIAMS



CAN letterheads be used as direct advertising? Can sales arguments be carried on letterheads in so interesting and yet dignified a manner that they will do the work of a more expensive folder, or even of a catalogue? If they can, then it is highly important to the printer to know that they can and to know why they can, because the use of such letterheads would mean more work for the printer. Let us look at the sort of letterheads that are now generally in use and then compare them with some of the sales argument letterheads used by paper houses and other progressive firms. This examination will be of immense help in securing the right answers to the two questions given above.

Many present day letterheads eliminate all text save the firm name and the address. No hint is given of the nature of the business conducted by the firm, this matter apparently being left to knowledge gained by the receiver of the letter in some way, perhaps by second sight or clairvoyance. The type used, too, is small and grayish, the idea in using this sort of type being that it gives dignity and tone to the letterhead and thereby reflects the character of the firm itself.

As a matter of fact, when a punchless letterhead of this sort is sent to a stranger it is quite apt to give him anything but the desired impression of dignity. It is more likely to create an impression of spinelessness and puzzlement. It is quite apt to make the recipient of the letter wonder what aggregation of aged incompetents is trying to get to him now.

It may sound like a strong statement to declare that this is a fact, but that the psychological result of grayness and lack of definiteness in type is to annoy and discourage the reader is a fact well known among advertising men. Type that looks forceful and says something definite inevitably creates the impression of force and definiteness upon the reader. The gray type that says nothing beyond giving the firm's name creates the exactly opposite impression upon the reader, whether the gray, indefinite type appears on a letterhead or in a page advertisement in a newspaper.

A letterhead to be a good letterhead — without any reference to the direct advertising phase of the matter — should be printed, engraved or lithographed in strong, readable type which can be dignified despite its strength; it should tell the nature of the firm's business and reflect the standing of the firm in the trade. If the letterhead is that of a hosiery mill and that mill is the largest in America, then why not state that fact on the letterhead? Even print a picture of the mill. It's good business to do so, because by doing so the firm is advertising itself to every person to whom the letterhead goes.

And if it is good advertising to go this far in a letterhead then it is good business to go even farther along this line. It is good business to make every letter sent out by a firm as much of an advertisement as a display advertisement that is placed in a newspaper or magazine. Every letterhead, in the opinion of the writer, should be definitely framed to be a business producer, just as other advertising matter sent out by the concern is framed to bring in business.

But this, of course, does not necessarily mean that letterheads should quote prices, carry punch sentences urging people to buy goods, and that sort of material. The idea is something along that line, but not so extensive as that. We can see just what the idea is by now taking a look at some of the letterheads issued by paper firms and other concerns which appreciate the value of letterheads as direct advertising.

Many paper firms issue different letterheads every few weeks or months. They print these letterheads in the very latest styles and on different weights, sizes, kinds and colors of paper. And at the bottom of each letterhead appears some such line as this: "This is a sample of our twenty pound Silktone Bond"; or "This is printed on our sixteen pound Everwear Bond." Every letter sent out by these manufacturers is a snappy, high class, clever advertisement of what can

be done in the way of getting out striking letterheads by the use of their paper. Each of these letters is one hundred per cent direct mail advertising. The recipient simply can't get away from this advertising. It isn't a thing he can skip over or avoid, the way he can skip or skim or avoid an advertisement in a newspaper or magazine. The letterhead advertisement is there, staring him in the face every minute that he spends reading the letter. And, if the letter is a reply to one he has written, or if it is offering him business, or something of that sort, then, of course, he is going to read the letter through once, twice, or more times, and spend considerable time looking at it while he does so.

Now, there appears to be little reason why almost every concern couldn't adopt the scheme of the paper companies in a modified form. This thing of constantly using the same letterhead, year in and year out, is not so tremendously vital after all. Nowadays firms do not use the same advertisement over and over again in the same periodical month after month, nor do periodicals appear in the same cover from month to month. Advertisements are reworded, and covers of periodicals are changed, where such variations were never made in years gone by. So why shouldn't letterheads be changed, made more timely, given an interesting variety and utilized as direct advertising matter?

When some enterprising printer who is looking for more business puts a proposition of this sort to a concern, he is pretty apt to meet with a reply somewhat on this order: "A firm's name or the name of its product is its trade mark. The shape and size of the firm's name or the trade mark can not be changed without losing the identity which the firm has built up for itself or its product through years of endeavor and through the expenditure of considerable sums of money. And one of the most effective ways of identifying a firm or a product is by the constant repetition in its letterheads of the firm name or trade mark in exactly the same size and form time after time."

That argument is all well and good, but, in the opinion of the writer, it is partly based on a false premise. It is true that a trade mark can not be changed. But its size may be varied. The same thing is true of a firm's name. Some of the paper manufacturers find it a positive help to vary the manner in which the firm's name is placed on the letterhead and the sort of type used in printing it. Other concerns might not care to make changes that are so extensive, but what is to hinder them from running the firm name and the trade mark as usual and, in addition, putting advertising material on the letterhead? Some firms are already doing this.

The Famous Players-Lasky Company, makers of Paramount-Artcraft pictures, recently had a "Paramount-Artcraft Week" in which movie theaters all over the country were urged to run the firm's pictures exclusively for the week. To help put over this week the firm turned all its letterheads into direct advertising. The firm name and trade mark appeared at the top of the sheet, as usual, but in much smaller type. And at the sides and bottom were run reproductions of magazine and newspaper headings and covers. "These," said a line at the bottom, "are some of the hundreds of periodicals in which Paramount-Artcraft Week will be nationally advertised. Cash in on this intensive campaign." Think of what a vast amount of inexpensive advertising this company secured for its campaign through this simple device of making every letterhead advertise the stunt!

There is no doubt but that many other firms could adopt this same plan when they have particular campaigns under way. When a maker of shaving soaps has a "Shaving Soap Week" among dealers throughout the country, during which they are supposed to push his particular product, think of how much more effective his letters would be in helping get the campaign over if each letterhead carried some direct advertising matter along the line adopted by the movie concern! And when a manufacturer puts out a new line of goods, why couldn't he help the good thing along by pushing it hard with a direct advertising campaign conducted through interesting letterheads?

Not all firms, of course, would care to vary their letterheads as frequently as do some of the paper houses. Some of them might not care to use special letterheads except for special campaigns.

But letterheads *can* be used most effectively as direct advertising.

And the progressive printer, who is always looking for methods of increasing his business, will convince progressive firms of this fact, and profit accordingly!

THE printer who corrects his errors cheerfully will get both sympathy and trade, but the fellow who growls will get the cold shoulder first, and the sheriff afterward.—George W. Tuttle.



An exceedingly attractive way of picturing the printshop product. The Hugh Stephens Company of Jefferson City, Missouri, makes college year books of which it can well be proud. The design and process plates are the work of the Burger Engraving Co., Kansas City.

EDITORIAL

For several months past The Inland Printer has been working out a plan whereby we can present to our readers a series of good portraits of some of the early masters of printing, those who had a prominent part in the early development of our art. Portraits of this kind are extremely scarce and hard to secure, and it is our belief that a large number of our readers will appreciate this opportunity to obtain a collection of this character. Arrangements have finally been completed, and we take pleasure in presenting the first of the series as the frontispiece of this issue. The portraits are being drawn especially for The Inland Printer by R. H. Sommer, a Chicago artist who has built up an enviable reputation and gained wide recognition as a master of portraiture in the etching technique. The drawings are being made from old prints, furnished through the kind coöperation of Henry Lewis Bullen, librarian of the Typographic Library and Museum of the American Type Founders Company, at Jersey City, New Jersey. So far as is possible, short biographical sketches will appear with each subject, unless such a sketch has been given in a comparatively recent issue, in which case reference will be made to the issue in which it appears. The portrait in this issue is of Christopher Plantin, in whose honor a quadrennial celebration was held at Antwerp during the past month. A good biographical sketch of Plantin will be found in The Inland Printer for March, 1918 (Volume 60, Number 6). We trust this new feature will prove not only of interest but also of educational value to our readers.

The past month witnessed two gatherings of national importance to the printing industry: The annual convention of the International Typographical Union, and the first annual meeting of the International Association of Printing House Craftsmen. The month of September also brings two important events: The annual convention of the International Association of Employing Electrotypers, to be held at Menasha, Wisconsin, and that of the United Typothetæ of America, to be held at St. Louis, Missouri. The programs of both present for consideration matters that are of direct interest to all connected with the industries, and those who belong to these organizations, also non-members, should make every effort to be present and take an active part in the work. Gatherings of this character never fail to leave a beneficial effect on the industry as a whole.

Scientific Methods Applied to the Wage Question.

The Inland Printer has already informed its readers in the matter of the joint industrial councils which are working so well in Great Britain. These councils are composed of employers and employees. Since they started their activity there has been such harmony in the printing industry as never existed before. I believe there are now no non-union employees and no non-association employers. In a recent address the head of one of the most important printing houses in Scotland said: "The council spirit, as you know, is a far reaching one; it has permeated every trade; it is an expression of the need which has been felt that there should be some common basis by which difficulties could be adjusted that, in the past, were settled by the crude and obsolete methods of the strike and lockout. Certainly no amount of machinery will ever overcome ignorance on one side or another, but where a body of men are gathered around a table periodically there is generally found some sort of common agreement. A spirit of reasonableness and of justice prevails in the long run."

Four months ago the printers of South Africa formed a National Industrial Council. The first meeting was held in Johannesburg March 29 to 31, 1920. The agreements entered into last December had all been observed. Experience suggested certain modifications and additions to the agreements. The debate was frank and friendly. The most important action of the council related to apprentices. It was agreed to support a bill pending before the parliament in Cape Town for the general regulation of apprenticeship in all trades, some wise provisions of which are that all contracts for apprenticeship must be registered, that the employer must instruct the apprentice, and that failure to fulfil the terms of the contract on either side may be the subject of proceedings against the offender. The bill provides for an apprenticeship committee in each trade. A two years' technical or training school training is to count as one year's apprenticeship. An eighty-three page report of this first meeting of this National Industrial Council is before us. Copies of it may be had by addressing the National Industrial Council of the Printing and Newspaper Industry of South Africa, Consolidated Buildings, Johannesburg, Transvaal, South Africa.

These joint councils are needed in America. There will be harmony and mutual prosperity when all the master printers are in one great association and all the employees in another great union, and these two delegate members

to form industrial councils in prescribed areas to establish rules, adjust differences and promote the prosperity of all who are of the industry. Men and brethren, get together and compel the slackers who pay wages and the slackers who receive wages to submit to the discipline of the whole.— *Henry Lewis Bullen.*

International Typographical Union Reports Show Evidence of Splendid Progress.

A considerable amount of extremely interesting and enlightening reading is to be found in the reports of officers of the International Typographical Union, submitted at the annual convention and published in full as a supplement to the August issue of *The Typographical Journal.* We can not too strongly urge a careful study of these reports. In these days, when no little feeling is being stirred up against unionism, caused by the actions of some unscrupulous so called leaders in labor organizations of other industries, it is encouraging and gratifying indeed to have such strong evidence of the upright principles which govern in the conduct of the body which has rightly gained recognition as the leader among trades unions. It may well be said that those responsible for the management of the affairs of the grand old I. T. U. have set a standard which other similar organizations might well copy. Conservative in their actions, demanding justice and fair treatment for their members but equally as insistent that their members grant justice and fair play in all their dealings, the officers have strongly upheld the traditions of the organization and maintained the principles which have gained for it the enviable reputation it has enjoyed for these many years. We in the printing industry can rightly point with pride to our International Typographical Union as an example of genuine constructive trade unionism.

The reports of the various officers collectively present a rather voluminous document, and an extended review can not be given in the limited space available here. Several points, however, we wish to emphasize. Retiring President Scott, in summing up the progress made in the past six years, calls attention to the following increases: In gross earnings of the members, $53,543,926; in membership, 12,408; in average earnings, $573.25; in pension assessments, $267,450.93; in mortuary assessments, $267,988.33; in pension fund, $374,214.86; in mortuary fund, $520,673.31; in the reserve funds, $867,751.29. For beneficial purposes the union has expended in the past six years a total of $4,743,876.54, divided as follows: Old age pensions, $2,048,355; mortuary benefits, $1,824,257.43; Union Printers' Home, $871,264.11. As Mr. Scott well states: "In the years to come, when the wreckage of the world's great war shall have been cleared away and when normal conditions shall have been restored in industry, this splendid record will be more fully appreciated."

In referring to the cost of conducting the affairs of the union, Secretary-Treasurer Hays states that "The International Typographical Union is engaged in selling the labor of its members, and its sales of labor for the past fiscal year were $114,594,258 — $32,130,091 in excess of those of the preceding year." He then shows that the grand total expended last year for all expenses was $1,192,880.86. Of that sum, $877,161.75 was paid in benefits to members of local unions and in support of the home, leaving $315,719.11 as the amount paid for conducting the headquarters of the organization, officers' salaries, traveling expenses, etc.

The preceding references are wholly to financial matters, but read between the lines and see the great good done from a humanitarian standpoint through the expenditures for old age pensions, mortuary benefits, and the maintenance of the home at Colorado Springs.

The committee on Apprentices and Supplemental Education, a vitally important part of the organization, calls attention to the fact that "The vital question of producing skilled journeymen in the compositors' trade will not take care of itself," and places emphasis upon the need of selecting boys who possess the necessary educational qualifications, and who are mentally and physically fitted. Then comes another extremely important feature: "The boy must be guaranteed every opportunity to acquire full knowledge of every essential of the trade." That the committee is doing its part is evident from the facts presented in the report. It is also shown that 1,292 students from local unions are now enrolled in the course of instruction offered by the parent body, and increasing interest is being taken in this work.

Heartiest congratulations are due the officers upon the manner in which they have conducted the affairs of the organization, and to the members upon the high character and integrity of the men they have as their representatives.

Better Americans.

"When desired, we are lending every aid possible to assist our employees to become American citizens." Thus writes James M. Brooks, employment manager of the Miehle Printing Press & Manufacturing Company, Chicago, in a recent letter to THE INLAND PRINTER. These are not mere idle words, as is evidenced by the number of workers from the Miehle plant who are well advanced in the preliminary steps of becoming American citizens. Eighteen out of a class of twenty-six recently passed the examination of the Naturalization Bureau and received their diplomas.

These eighteen men are Americans not only in name, but in fact. Meeting twice a week since last March, the members of the class were taught the principles of Americanism by competent instructors, and as a result, after finishing the course, are well grounded in the principles and practices of American government.

In this connection THE INLAND PRINTER compliments this company and other large corporations on the work of coöperating with their employees who desire to become American citizens. Let the good work go on!

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

Knows a Good Thing When He Sees It.

To the Editor: MARTINSVILLE, VIRGINIA.

Please find enclosed check in payment for subscription to THE INLAND PRINTER. We believe THE INLAND PRINTER is an essential to the small as well as to the large printing office, and we know of no better way for the printers of today to keep up with the trade. SERVICE PRINTING COMPANY,

H. Grady Moore, Manager.

Price Lists of Printing.

To the Editor: JERSEY CITY, NEW JERSEY.

There are now offered to the printers of the United States and Canada two loose leaf price books of printing. One of these is issued by the United Typothetæ of America, the other, known as the Franklin Printing Price List (originally issued by the Ben Franklin Club of Salt Lake City), is now published by Porte Publishing Company of Salt Lake City, Mr. R. T. Porte, president. Mr. Porte is secretary of the Ben Franklin Club of Salt Lake City. A printer who uses one or both of these is well advised.

A printed price list, constantly and conscientiously revised and kept up to date by weekly changes of some parts of it, as required, is the best means of stabilizing fair prices; saving time now lost in estimating; equipping salesmen with the means of closing an order on the spot without referring it back to the office; giving a firm basis on which a group of proprietor-printers in one locality may agree on equal prices to all, eliminating the price hunter, by giving the surety of a printed generally accepted price list to the prospective customer, thus making the printing business more respected and fairly profitable. That these advantages are appreciated is shown by the growing use of these loose leaf price books. I have not been able to inform myself as to the number of subscribers to the Standard Price List of the United Typothetæ of America. Having behind it a powerful organization I would expect it to have more users than the Franklin Printing Price List, notwithstanding its higher cost. The Franklin Printing Price List costs the subscriber $15 per annum, and there are now nearly eight thousand subscribers, covering every section of the country. If the United Typothetæ of America Price List has as many, one might surmise that about half of the employing printers are using these price lists. I scarcely think this is true, though the time is coming when every proprietor-printer will consider such a price list indispensable to the comfort, dignity and profit of doing business.

Both these constantly revised lists will make their way according to their merits. Both should be encouraged. As a student of both, I personally prefer the Franklin. A natural rivalry will be to the interests of the subscribers. One editor will correct his figures as he scans the figures of the other editor. Thus it may be expected that both lists will be equally reliable.

But, Mr. Editor, the object of this letter is not so much to advocate the use of one or both of these price lists, as to protest against what seems to me to be a very foolish, not to use a harsher term, propaganda among certain employees of the United Typothetæ of America or of its local against the Franklin Printing Price List. It has all the appearance of being instigated from a central point. Documents in the case reach me from widely separated points. They do not give facts, but make use of innuendos. The object is to injure some one, that is evident. It is ungentlemanly and, worse still, it is injurious to the most beneficial idea that has been put into practice since the inception of the cost finding movement. Mr. Porte originated the idea, and was the first to put it into practice. Long ago, when it was used for the benefit of the printers contiguous to Salt Lake City, I advised in your columns that the work be made national, under the auspices of the United Typothetæ of America. Such a proposal was made and rejected, I am told. On the whole, I think it better to have two price lists, one to correct the other, and probably that was the view of the United Typothetæ of America, which later on followed in Mr. Porte's footsteps. If either list is inexact it is fair criticism to prove it. Such criticism will be beneficial and afford the list that is criticized an opportunity to defend or amend itself. Criticism in this connection should be solely in the interest of the printing industry, but the kind of attack now indulged in is petty and ungenerous, and benefits no one, least of all the utterers.

The United Typothetæ of America, under Mr. Borden's able guidance, is making a lot of friends. That is excellent business. It is bad business to create among the very numerous users of the Franklin Price List an antagonism which will go far to defeat Mr. Borden's larger program.

H. L. BULLEN, *Manager Efficiency Department,*
American Type Founders Company.

Three Color Inks in Theory and Practice.

To the Editor: ROCHESTER, NEW YORK.

In reference to the note with the above title, in the Process Engraving department, page 617, of the August INLAND PRINTER, the small excerpt quoted (incorrectly) as my views is taken from a full discussion of the question of the ideal inks for three color printing given in our booklet "Reproduction Work with Dry Plates and Films" and can not be properly understood except in relation to the context.

I am as fully aware of the difficulties of obtaining theoretically correct three color inks as Mr. Horgan, and perhaps have had more actual practical experience in trying different specimens of inks for three color than most people who have been in the engraving business for the last twenty-seven years.

I do not think Mr. Horgan means to be unfair by taking a small extract and quoting it to represent me as being unpracticed and stupid, but this may be the effect of his note; a

perusal of the booklet would disprove it, as this sets forth the requirements for correct three color inks with clear reasons for the conclusions arrived at, and these have never been controverted, but on the contrary, fully agreed to by every one who has taken the trouble to study the subject.

A. J. NEWTON, *Engraving Department,*
Eastman Kodak Company of New Jersey.

EDITOR'S NOTE.—A copy of the above letter was sent by Mr. Newton to Mr. Horgan, who has sent the editor the following letter in reply:

To the Editor: ORANGE, NEW JERSEY.

My friend Mr. Newton, in his booklet referred to above, in which he sets forth the requirements for correct three color inks, says:

"A red must be reproduced by printing full strength yellow and full strength magenta inks."

"A pure blue will be reproduced by full strength blue (green) and full strength magenta."

In his letter he states that these conclusions "have never been controverted."

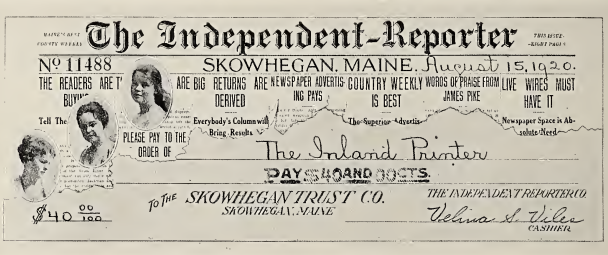
The writer believes that the way to get a red is to print in red without full strength yellow. And the way to get a blue is to use a blue printing ink and not to print a blue green on top of a full strength magenta. If Mr. Newton's conclusions have never been controverted, they are disputed now.

S. H. HORGAN.

A TEN YEAR SUBSCRIPTION TO "THE INLAND PRINTER."

It is needless to state that we were somewhat surprised, and greatly pleased, to receive the check reproduced on this page. It is a source of gratification to have this evidence of the fact that some of our readers think so highly of THE INLAND PRINTER that they subscribe, as in this instance, for ten years in advance in order to be certain of not missing their copies. This check comes from Roland T. Patten, business manager of *The Independent Reporter*, of Skowhegan, Maine. Mr. Patten, by the way, is the secretary-treasurer of the Maine Press Association.

Incidentally, this check and the letterhead on which the letter accompanying it was written demonstrate the effective use of stationery as a medium of publicity. The reproduction of the check tells its own story. It will be noticed that it is designed to represent the first page heading of the newspaper. The three portraits at the left are of Mr. Patten's three charming daughters, Margaret Goff, Eunice Farnsworth and Lois Mead Patten.



Check for Ten Year Subscription to "The Inland Printer."

The letterhead has four pages, full 8½ by 11 size, the first page being reserved for correspondence, the others containing a sworn statement and analysis of the circulation; a map showing the territory covered by the paper, with one portion circled to show the district in which the paper goes to more than two thousand families, and a larger circle showing territory in which there are more than three thousand subscribers; and a statement of the quality of circulation. This latter statement, appearing on the fourth page under the heading "Quality In Circulation — Advertisers Get Actual Value In Every Copy," is something that every newspaper publisher should read and then adopt, with the firm and steadfast resolution that he will live up to every claim set forth (though we think the subscription price should be higher). We give it in full:

Every copy of *The Independent-Reporter* that comes from the press reaches an interested reader. None are sold for waste material. Surplus copies, after the first few days, are mailed where they are sure to be read with interest, even if received a week or more after the date of publication. For this purpose we constantly maintain a list of former residents of Somerset County now living in other counties or in other States. A sample copy, even a month old, received by them will be studied with greater eagerness, even, than it would be in a resident family on the day of issue. We count only actual revenue bearing subscriptions in our statement of circulation, but our entire edition, as shown by press registration, could fairly be classed as "paid circulation," so far as advertising value is concerned.

ACTUAL SUBSCRIBERS.—Five people, officials of our corporation, receive *The Independent-Reporter* free. About forty copies are sent to advertising agencies and five are exchanged with other publications. All others pay for it at an unvarying price of $1.50 per year, or render services far in excess of this amount. Our circulation is the "paid in advance" kind. We send a notice or two after expiration, and then very promptly discontinue. We have no subscription solicitors on the road. We offer no premiums. We have not run a "contest" or anything of the sort for five years. All this makes for *unusual quality* in circulation.

Another statement, printed in red at the bottom of the fourth page, calls attention to the fact that "There are 17,000 country weeklies in America. There is but one, *The Register*, published in Redbank, New Jersey, with a circulation exceeding that of *The Independent-Reporter*."

Herein is contained an excellent suggestion for other newspaper publishers. The stationery can be made an effective and inexpensive advertising medium, and in the manner adopted by Mr. Patten every letter that is sent out of the office becomes a live piece of publicity for the newspaper. It is bound to attract the attention of the recipient, and, being prepared in an attractive manner, it invites reading.

UPON your use of cold type will depend your acquisition of warm patrons.

A SLOVENLY job of printing is an eyesore to the patron, and a snare and delusion to the printer.—*G. W. Tuttle.*

Collectanea Typographica

By HENRY LEWIS BULLEN

The Book of Life.

Of this fair volume which we World do name,
If we the sheets and leaves could turn with care,
Of Him who it corrects, and did it frame,
We clear might read the art and wisdom rare:

Find out His power which wildest powers doth tame,
His providence extending everywhere,
His justice which proud rebels doth not spare,
In every page, no period of the same.

But silly we, like foolish children, rest
Well pleased with colour'd vellum, leaves of gold,
Fair dangling ribbands, leaving what is best,
On the great Writer's sense ne'er taking hold:

Or if by chance we stay our minds on aught,
It is some picture on the margin wrought.

—W. Drummond, 1585-1649.

* * * *

Christian Wechel, Printer.

THERE recently came to the hands of *Collectanea* an interesting little 12mo. book of 126 pages, "Clarissimi Viri D. Andreæ Alciati, Emblematum," Paris; printed by Christian Wechel, 1542. Each page has a well executed woodcut. Alciati's book of emblems was one of the best sellers of that period. Many printers issued editions, and called to their aid the best engravers at their command.

Wechel, the printer, was born in Basle, but the first notice we have of him is in 1522, when he was a master printer in Paris. He continued in prosperity until his death in 1554, leaving his establishment to his son, Andrew. Andrew, being a Huguenot, fled from Paris to Frankfort at the time of the Massacre of St. Bartholomew. He flourished in Frankfort, where he wrote an account of his escape from assassination during the massacre of St. Bartholomew's Day in 1572. He surpassed his distinguished father in the beauty of his typography. His social status may be guessed from the fact that he entertained in his home the renowned and learned soldier and ambassador, Sir Philip Sidney. Andrew died in 1584, leaving his printing office to a son. We print the mark which appears on the books issued by the Wechels.

But to return to Christian Wechel. He practiced his art at a time when Europe had a splendid company of great printers such as the Estiennes, the Aldi, Plantin and Badius, yet a great author of that time dedicated a book to Wechel, in which he says Wechel is worthy to be numbered among renowned printers of his time. The books he printed show that he merited this praise, as also does



Printer Mark of Christian Wechel, Paris, 1534.

Wechel's mark testifies to his high appreciation of his profession of printing. The clasped hands of amity or peace on earth are holding the winged caduceus, in which the rod symbolizes power, the serpents wisdom, and the two wings diligence and activity. Intertwined with the caduceus are two horns of plenty. Surmounting all is Pegasus, the winged horse of the Muses, his rear hoofs springing from a stream of water issuing from a horn of plenty, in allusion to the classic tradition that while passing over Mount Helicon (fabled abode of the Muses) he caused to well forth, by a stroke of his hoof, the poetically inspiring fountain of Hippocrene. Wechel looked to printing to promote peace, dominion of men over nature, wisdom, industry, wealth, and inspiration; and so it does in greater measure than any other instrument available to mankind.

the spirit of his prefaces, and it is the preface of this little Alciati book which endears it to us, for it discloses a printer proud of his art and worthy to be honored. It is in Latin, but the learned bookseller who sold the book to us has translated it and here it is in English:

To the Reverend Father in Christ, Philibert Baboo, of Angouleme, his master and patron, to be in all ways served, Christian Wechel dedicates this book.

Among the Egyptians, we read it was the custom, Reverend Father, that each candidate for public office should give an account of his life, as they judged it was to the greatest interest to the state that all should be properly accredited. So when I began to consider a suitable means of earning a living honorably and of being of some use to the state, I chose from the great diversity of professions the art of printing books, which I saw everywhere neglected and in almost prostrate condition. I would in fact be blind not to see the manifest corruption of many monuments of authors, due to the carelessness of printers. This book of Alciati's emblems is also a proof — which in former years and without the author's permission, was published among the Germans so carelessly, to use no harsher term, that most people considered it was the work of malevolent persons who wished to lower the author's reputation. Therefore I thought it my duty by a new edition both to aid the reading public and to wipe out the stain affecting Alciati by the inaccuracy of the former edition. So although Alciati hardly cared to have a crude work of his student years published broadcast, yet since it had been once printed too rashly by other hands and it was scarce possible to suppress it entirely, he kindly undertook to subject it to correction and shape this cub, raw and formless, by licking it bear fashion. So he amended and improved the innumerable faults and also added not a little, so that now finally the book may be justly deemed to be by this author. As to my part, I have given my best effort to the making of the illustrations which are so numerous that no one can justly accuse me of avoiding either toil or expense. Accordingly under what banner rather than yours, Philibert, most Reverend Father, could I publish this book, now raised from the dead, as it were, especially as I know that you judge everything from Alciati's desk a treasure and worthy of storing away in your very sanctum sanctorum? Do you therefore, Reverend Father, with your accustomed kindness, favor this toil of ours? By so doing you will make me much more ready to bring out other authors whose splendor is greatly dimmed by the deep shadow of errors. Farewell, and consider me among your most ardent supporters.

Paris, from our printing shop, in the year 1542. CHRISTIAN WECHEL.

So it was that Wechel conducted his business with a dignity commensurate with the grandeur of the art he practiced.

Look Out for This Book.

THE first book wholly relating to typography was written by Joannes Arnoldus Bergellanus in Mainz in 1541, "De Chalcographiæ Inventione, poema encomiasticum." It is a quarto of twelve leaves, containing verses on the origin of printing. Bergel was a proofreader. His verses are known to have been reprinted seven times, the first time in 1585 and the last in 1740 in Wolf's "Monumenta Typographica," in which it occupies the premier place. A copy of the original would seem to be unobtainable; if found, it would be worth a great price. The word chalcography means engraving on metal. Bergel quite properly rates the types (which originate from engravings in metal) as the prime factor in printing.

The above paragraph and heading were written months ago, at a time when *Collectanea* did not venture to hope that this encomium of printing would ever be seen by him. Yet now, in this issue, we show a reproduction of the most interesting title page of this exceedingly rare book, a perfect and beautiful copy of which has been found by the Typographic Library and Museum, Jersey City. It was printed by Francis Behem in Mainz. With the title page we show Behem's printer mark.

* * * *


DE CHALCO-
GRAPHIAE INVENTIO-
NE POEMA ENCOMIA-
STICVM,

IOANNE ARNOLDO
BERGELLANO AVTORE.

IN ZOILOS.

CVM PRIVILEGIO CAESAREO
M.D.XLI.

Title Page of the First Book Written About Printing, Mainz, 1541.

Reproduced from the original, as described in another column; size of original (type area) 20 by 34 picas. Here we have the fifth pictorial representation of printing that has come down to us. That part relating to composition is doubtless allegorical, but it gives us the first clear view of a composing stick. Note also that the letters J and U were nonexistent.

I Am the Printer.

I AM an artist, an artizan, and a pillar of the world's civilization. I make possible the progress, education and advancement of the human race. Through my faithful hands must pass the message of the philosopher, the dream of the poet, the music of the master, the laws of the forum, and the history of the world. I record the doings of mankind from the sunrise of time to the dawn of eternity. I am a master of the world's greatest craft; I am the architect of the printed page; I am the Printer.—*W. H. Cousins, Dallas, Texas.*

* * * *

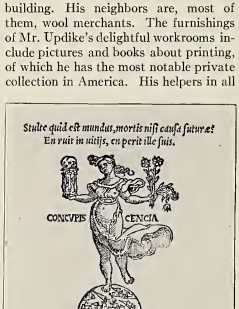
The Work Is Done Better in Good Surroundings.

WHY shouldn't a printing house be made beautiful? Why should most of them be ugly? There are a very few proprietors who take pride in the places in which their helpers do their work. Mr. Updike, of the Merrymount Press, Boston, does his work in charmingly furnished quarters in a plain loft building. His neighbors are, most of them, wool merchants. The furnishings of Mr. Updike's delightful workrooms include pictures and books about printing, of which he has the most notable private collection in America. His helpers in all departments breathe an atmosphere of dignity and of honor to printing. Mr. Updike is, in *Collectanea's* opinion, the most successful printer in Boston. We do not mean in volume of business, for what does that amount to in the final analysis? The big things are seldom, if ever, the best things; nor do they pay the greater dividends. Mr. Updike, we believe, enjoys an adequate prosperity, to which is added the distinction of doing the best printing in Boston. He is Boston's most distinguished printer, in which repute we see the greater dividend, for it is well and truly earned. Truly, there is no incompatibility between beautiful surroundings in one's workshops and prosperity in its crudest gilded aspects; rather do these things aid in producing the dividends.

Mr. Updike's beautiful furnishings are for inward application and benefit, but in Garden City, New York, Messrs. Doubleday, Page & Co. have successfully made the exterior of their establishment beautiful by means of architecture and horticulture and floriculture. The "counting" rooms and salesrooms are in correct style; but to the workrooms beauty is a stranger. Why, we hear some ask, should money be "wasted" in adorning workrooms for the purpose of inspiring the work people? *Collectanea* agrees that the exterior of The Country Life Press is admirable—a fine advertisement, which may be enjoyed but for a few minutes each day by those who work within; but how much better to adorn the interior as Mr. Updike does—

> Clothing the palpable and familiar
> With golden exhalations of the dawn.

* * * *



Printer Mark of Franciscus Behem, Mainz, 1541, the printer of "De Chalcographiæ Inventione" (Invention of Typography).

The Latin inscriptions are translated thus: (first two lines) "The world is mortal and because it is mortal it will fall to ruin and perish"; (within the mark) "This is my motto"; (underneath the mark) "Thus passeth the glory of the world." Life resting on the world holds in one hand the emblem of death, in the other flowers flourishing and drooping. In other words, to quote Beaumont, "Our lives are but marches to the grave."

If This Is True, Some Folks Are Living a Losing Life.

Without the love of books the richest man is poor, but endowed with this treasure of treasures, the poorest man is rich. He has wealth which no power can diminish, riches which are always increasing, possessions which the more he scatters the more they accumulate, friends who never desert him, and pleasures which never cloy.—*John Alfred Langford.*

Take *Collectanea's* word for it, it is true.

* * * *

The first ruling machine appears to have been one for which a French patent was granted, in 1775, to Guillaume Le Rohbergheer, of Vausenville.

COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to $50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

What Is an Estimate?

"Oh, any one in the printing business knows that," did you say? Perhaps you did, but you know in your own soul that you did not mean it. You know that few persons in the business, and practically none on the outside, act as if they know what an estimate really is.

According to the makers of the dictionaries, an estimate is a judgment of value, "especially value determined by judgment where exactness is not sought nor attainable." Can you find a more definite statement of the nature of an estimate on the cost of printing?

It is an exceedingly difficult task to make an approximately exact estimate of the value of a job of printing of any size from the copy and specifications given (often only partially given in a very vague way) by the customer. It takes years of experience and study of averages of production and the effect upon them of different kinds of copy. Yet we daily find printers making these approximate judgments of the value of something which is only an idea or an ideal, and giving the total of these valuations as a fixed price for the finished work.

If there ever was an estimator who could make an absolutely correct judgment of the various things that enter into a piece of printing and be as much as ninety per cent correct — that is, correct in nine out of ten cases — he would be the best paid man in the business. Now, do not jump too quick. Nine out of ten of your estimates including estimated profits may be high enough to cover the actual cost and some profit, but are they absolutely correct as to the cost of the various items entering into the job rather than correct on an average because the "lows" and the "highs" balance or nearly balance each other? Think this over.

In the average printing office considerably more than half of the estimates are defective in some particular — that is, they are either high or low — and it is only because of the fact that most estimators use average records of production as a guide that they come out as near as they do in the year's business. This being the fact, is it not a very foolish mistake to confuse an estimate with a price?

Estimates should be made on the basis of average cost of each item of production and material, according to the best judgment of the estimator as to class and peculiarities. This figure is then to be considered as the approximate cost and due allowance made for unforeseen difficulties and delays, after which a reasonable sum should be added for profit. This last amount is then the guide in making the price for the prospective work, and unless the specifications and the copy are clear and definite, care should be taken in making a hard and fast bid.

Even when selling from a price list, care should be exercised to make sure that the job the customer is asking a price upon is the same kind of job in every detail as that upon which the list is based; if it is not, it will in all probability cost more and entail a loss of profit.

Always bear in mind that an estimate is merely your judgment of the value of the work and material that you think will be required to complete the job, which is rendered more precarious by the fact that you and the buyer may not be in mental unison when talking over and arranging the details of production. In addition, remember that all estimates should be made at cost and the total expected cost definitely determined as accurately as possible. Profit is something that business conditions may determine variously at different times, but the cost is generally a matter that must be determined by previous records and averages. Under no condition should an estimate be confused with a bid or a quotation or a selling price; it is only a judgment as to the basis from which to figure those things, even if the customer does ask for an "estimate." If you make estimates instead of prices you are apt to find out that the customer did not mean what he said and will refuse to recognize the estimate as the approximation which it really is.

Records of Production.

Unless records of actual production are kept, there is always danger of estimating too high on production and making too low a price for presswork, especially job presswork where the running speed of the press almost without exception is from twenty-five to fifty per cent higher than the production of perfect sheets. Many printers keep a record of the total number of impressions run on their job presses, and a few keep separate records for the different individual presses, but it is unusual to find any of these records that are of real value for estimating the probable number of hours that a job will require for running. The reason for this is that job presswork varies greatly in character and in the speed at which it can be done properly. Therefore, a record of the gross work of that machine is not a guide to the time taken for any one job or for all the jobs of any one class.

No one would consider that an ordinary plain type circular on book paper and a fine halftone illustrated circular on heavy coated stock should be run at the same speed, but both are included in the gross record of impressions run. Every one knows that close register work must be run somewhat slower than one color stuff, but the gross record does not bring out the difference.

When hour costs are as high as they now are this is a matter of real importance. The only way to secure the necessary information is to keep records of the different kinds of work in groups or classes, so that it will be possible to know just what will be the probable running time for the job you are figuring on.

Of course, the U. T. A. price list and some of the local price lists give the figures for the various classes of job presswork in the different sizes, but, unless they have records for their own shops, there is always a tendency for the manager and the estimator to feel that they can beat the records issued by the associations.

The general classification of work according to time required has been before the printing trade since 1904, when the Philadelphia Typothetæ published the first general price list after making an exhaustive study of the records for many thousand sample jobs from all over the country. It will, therefore, be easy for any shop to keep classified records for comparison with the standard thus set.

The fact that these records and the price lists based upon them have stood so long unchallenged is pretty good evidence of their correctness, and a sign that the wise printer will not wilfully ignore in making prices. The time on one job or even on a series of jobs by one pressman is not a safe average to go by, and the speed of the press is absolutely no guide at all.

Only recently we were asked to look into the cause of the dropping of the gross production in a plant that had been moved to a much better room with finer light and more conveniences. The first thought on looking over the pressroom was that there was no reason for it at all. Then we had a talk with the manager. He told us he had found that in the old shop the presses had been turning out a production only about seventy per cent as great as was indicated by the speed of the presses, but that every time he visited the pressroom the machines seemed to be running at full speed; therefore he had had them all speeded up ten per cent when they were moved.

Possibly he would never have noticed the difference until the annual roundup had he not made an estimate of the time required on two jobs and found that the actual time was so much greater that he was losing money on them. Then he had the records collated and brought to him, with the result that they showed only sixty per cent of the speed expected.

A careful analysis showed that in the new pressroom more jobs of a higher class had been done, which would account for some of the reduced number of impressions; but the greatest loss was directly due to the increase in speed that had been attempted. Upon watching the feeders it was discovered that they were unable to keep up with the machines and as a consequence were tripping a large number of impressions. Here are two reasons that merely keeping gross records failed to bring out, but which were soon made evident by keeping classified records. In this case the lower grades of work did not show a drop in production anywhere nearly so great as the medium and higher grades.

By all means, keep records of press production according to class and size of sheet. Then you will have something real upon which to base the estimates of time of running.

The Right Basis for Cost Finding.

In all the discussion about cost finding that has been going on for a number of years it seems that no one has called attention to the fundamental basis of all correct cost finding. There have been numerous systems, many of which seem to have been devised primarily for the purpose of being different from some other system; others seem to be the private practice of the originator and without logic or reason, while several come near the true basis. Cost includes all the expense of every kind entering into the manufacture of any article ready for delivery to the consumer. If it stops short of that it is not the whole cost; if it goes farther it is not true cost.

The cost of doing business, or, as it is sometimes called, the overhead cost, is not a part of the true cost of manufacture. The actual cost of manufacture is the so called factory cost. In some plants it is kept separate by charging all goods manufactured to the office, which sells them and handles the financial part of the business. This is correct if all the factory management and superintendence is charged into the factory cost. Then there are two additional items to add: overhead or business management cost, and selling cost.

The Standard cost finding system is correct and gives results because it is based upon finding the factory cost of the product by departments and adding to this the required amount or percentage to cover the business and selling cost. Those who are familiar with the Standard system will recall that the line "Total Department Cost" covers every item that enters into the factory part of the product, except in those cases where careless bookkeeping has charged to "Miscellaneous Expenses" items that should have been divided among the departments. This is an important fact because it enables one to ascertain whether the factory management has been efficient in each department, and also whether the general management has been extravagant, or the selling has cost too much.

The fact that we have the factory cost of the cylinder pressroom concretely stated in one total, together with the number of productive hours, gives the data necessary to determine whether the efficiency of that department is what it should be. By referring to the other records we can ascertain the number of impressions, but that is of little value unless the work is practically uniform in size and quality.

In an efficiently managed shop this cost — department cost — represents the basic figure from which we must work out the total cost and the correct selling price of the job.

The Standard system provides for the division of the management and selling cost over the manufacturing cost according to the proportion each department total bears to the whole factory cost. This is certainly just, so far as the management cost is concerned, and would be ideal if there were no selling cost beyond advertising, which would then necessarily have to be prorated because no one could tell which jobs were influenced by advertising and which were not.

Some accountants have called into question the pro rata method of distributing the selling costs over the whole factory cost, claiming, and with some show of truth, that every job is not brought in by the selling department and that a large part of the business is due to the established reputation of the house and its previous advertising. On mature thought, however, it seems that each customer of the house is privileged to use the selling department and its facilites for suggesting betterments in his printing, and that it is only fair, therefore, that each one should pay a part of the cost of maintaining this facility for his benefit whether he uses it or not. It is true that some prospective buyers are given expensive service in the shape of estimates, dummies, sketches and frequent calls, which does not always result in business; but it must be kept in mind that all this is done to keep the supply of actual jobs up to such a number that the plant can be run efficiently. Therefore, unless the sales department is extravagant, its cost is really a pro rata charge on the whole business. The keeping of this cost as a separate department permits the checking up and supervision of its economies.

Thus, we find that there are really three items of cost in the making of a job of printing: the factory cost of actual manufacture, the selling cost, and the management or overhead cost. In the Standard cost system these are combined, for convenience in figuring, in one productive hour cost for each department. That is one reason why it is not always safe for one printer to take another printer's cost figures for his guide. One or the other may have considerably higher or lower management and selling expense.

It is rather peculiar that most printers who are wise enough to keep cost systems find the department factory costs to be very nearly the same, with the same percentage of productive time. The overhead and selling costs vary from twenty-five per cent to seventy-five per cent, the smaller being where there are no salesmen.

Most of the manufacturers of staple goods consider the factory cost as the important item and watch it carefully to see that it is kept close to normal. The variation in the cost of raw material and the difference in the cost of selling are met by variations in selling price or by the sacrifice of profit.

MACHINE COMPOSITION

BY E. M. KEATING.

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Advice Helps a Pennsylvania Publisher.

A Pennsylvania editor writes, shortly after receiving our letter: "Replying to yours of recent date will say the information contained therein regarding our linotype difficulties was correct, and the matter has now been adjusted. Thanking you for the information, etc." We should be pleased to hear from those who ask our advice, regardless of whether we help them or not. Owing to the meager data we frequently have to work from it is quite natural that in some cases we may fail to serve our correspondents. We shall be glad to supplement our replies where additional information is given.

Back Trimming Knife Needs Resetting.

A Florida publisher writes: "Our machine was moved and put up again about three months ago, and I have been having trouble in getting a good slug. It seems that the little notches on the bottom stick out too far and make the slug too high, which shows up rather bad in job work, and I have been unable to fix it. Could you suggest a remedy? The slug does not give a very clean face on one side."

Answer.— A slug should have been sent with the letter as a description is often incomplete. We judge that the back knife should be reset. We suggest that you remove the knife, clean support on slide, and scrape all adhering metal from back of mold with a sharp piece of brass rule. Place the knife in position after oiling its under side, bring the screws to a bearing. Turn mold opposite knife, and observe if the cutting edge of the knife is at right angles with mold cell when it stands perpendicular. See that the knife does not quite touch the mold. Use 13 em mold with a line of caps to test slug height. Cast slug, and when cold measure with type high gage or micrometer. When necessary to alter adjustment to decrease height of slug you may turn up on the adjusting screws without loosening binding screws of knife. As the thread of these screws is rather coarse, make such changes with a very slight movement of the screw. Continue casting, measuring and adjusting until slug shows uniform height on both ends. Disk must not bind when adjustment is complete.

Operator Files First Elevator Duplex Rail.

An Iowa operator who does not sign his name, writes: "In a recent issue of The Inland Printer I notice the inquiry from the Virginia publisher who had trouble with the matrices getting damaged on the lower lugs. I tried all of the remedies you suggested and am still having the same trouble. In the first place, the line does not seem to carry far enough on to the elevator. At times the line will stop just before dropping into vise jaws, and I have to jerk lever; then I notice after it casts that the last letter jumps out or is damaged. The spacebands hold up tight on the way up to transfer, but if I touch them they all drop back O. K. I do not have much trouble on 13 em measure, but on longer measure have trouble on almost every line. Have put on a new duplex rail and noticed that the matrices would not slide along on it freely, so dressed it down giving the matrices plenty of room to work freely. Also notice that when I send in a black line it will sometimes knock when it locks up. I also turned the screw that the transfer hits at the left of the machine to the left, thinking that this might possibly cause the trouble, but still I get no better results."

Answer.— Evidently the operator has been sending away tight lines, and has a number of damaged matrices. The damaged front lugs cause the line to move with difficulty, owing to friction with the duplex rail. It appears that measures wider than 13 ems give more trouble than the narrow measure. This suggests that perhaps the back jaw of the first elevator has been sprung by having forced contact by corner of the mold cap. Examine rear of back jaw for bruises from mold. Pressure from corner of mold deflects this jaw toward the front jaw and so diminishes the space between the jaws that a line may not travel freely to the left. If an examination of jaw shows damage, and a test with a matrix indicates binding where damage is visible, remove the jaw and lay it on the bed of your proof press on a brass or zinc galley. Pound the inside part of the jaw with the corner of a pig of metal, with the object in view of driving out the jaw so as to reduce the binding. This bit of blacksmithing with the jaw may offset the previous damage done when the cams were allowed to turn over with the mold disk out of time. Attach jaw and test with matrix. Of course, this is only a temporary remedy. If the jaw is turned over to a machinist he will doubtless be able to finish it so as to be usable. Several statements made by the operator indicate that he is unfamiliar with the ordinary machine practices; one is that he jerks the lever when line stops before entering jaws. The stopping and starting lever need *never* be jerked out. This may seem a broad statement, in view of the fact that so many operators consider it a necessary procedure for machine operators to jerk out the lever. This is our advice to you: When the cams stop, or when line fails to enter jaws full distance, or fails to be transferred out, push lever back and investigate the cause of interference. But *do not jerk* lever out. The duplex rail which you applied to the jaw of first elevator was doubtless where the front lugs of damaged matrices interfered, but you should not have filed the rail; instead you should have searched for the matrix or matrices which had bruised lugs that interfered. The knocking sound you noted when a black line entered the jaws indicated that the last character had sufficient friction with the right vise jaw to cause the letter not to descend full distance, and when the mold advanced it crushed the lower lug of the matrix. This trouble points to the sending in of tight lines, or some other abnormal condition relating to the line. The screw at left of face plate against which the delivery slide (not transfer as stated) strikes should not be moved either in or out unless a test shows that the inside (left) of short finger does not advance into elevator jaws $\frac{1}{32}$ of an inch. Stop delivery slide in elevator jaws, and measure from right end of elevator jaw to left side of short

finger, and set the adjusting screw to give $\frac{1}{32}$ of an inch. When this is accomplished do not change the screw thereafter. When this is done, examine the clearance of stopping pawl from the stop lever. It is a good practice when in doubt not to change any adjustment.

JOHN SMITH'S BOOKKEEPING.*

NO. 9.— BY R. T. PORTE.

Synopsis of preceding stories.—Jefferson Bell, at a critical financial moment, sells a half interest in the *Bladon Banner* to John Smith, who has worked for him several years as a printer. Smith assumes the business management with his other work, rearranges the plant, and hires Mamie to keep the books and do other work around the office. The cashier of the bank, through friendship with Smith, gives advice regarding some of the accounting problems. Bell gradually becomes interested in the new methods, although at times they disturb him and his habits.

Expenses.

WELL, how's everybody and every little thing! Great guns! What have you people done while I've been away? This is a terrible shock, why didn't you prepare me for it? I say that this is now a real print shop, and laid out to perfection. Who ever told you to do it? Hello, Bell, how's the brainy part of the concern? Heard you took in Smith here as partner. Pretty good thing to do. But, keep that man Smith busy. Is he still writing things in that little book of his? Great guns, I have to keep track of my expenses and send in an expense account. The old man calls it a swindle sheet. But John gets me — he doesn't have to keep track of the money he spends, and yet he has it all down in that little black book, even to that nickel cigar he gave me the last time I was here — let's see, that must be about four or five months ago. My, how time does go. And who have we over here? Another addition to the force? Well, she is some improvement over the rest of the gang, and perhaps she can keep you straight — you fellows need somebody like that. How are you any way?"

Every country printer will at once recognize the one who thus speaks. It is — why, yes — the salesman for the paper house, or the typefoundry, or the ready print or plate house. In this case it was Mac. Not one publisher in twenty knew his full name, but all knew him as just Mac. He had business cards with the word "Mac" printed in forty-eight point type in the center of the card, and down in the corner "Type" or "Ready Prints," or something like that.

Reference to Mamie led to introductions, and then Mac went on talking.

"Glad to know that you are improving things, and got some one to keep your books. Seems as if printers all over the country are taking more interest in bookkeeping. But that was to be expected from Smith here. Well, so long, Bell, be good. Give my regards to everybody down the street, and tell Mrs. Bell I still remember her and that apple pie she fed me three years ago. Great guns, it's hard, this eating at hotels all the time. Good bye, Mamie, and take care of yourself. Awful glad you are with the gang — they need you badly. See you in the morning."

As he was about to leave the office Mac caught sight of Smith's face, and turning to him said, "What's the matter, Smith, you look worried. Why don't you be like me, never worry over anything, except whether the old man will O. K. the last expense book. Come on to supper with me, and forget your troubles."

"Your only worry, Mac," Smith said, "is just what is worrying me. You know that Mr. Bell never kept track of his expenses and didn't know what he was doing. We have been going over a month now, and I have just figured up the expenses and it certainly surprised me, to say the least, and I am glad you are here, because you ought to have some idea of what it costs to run a plant like this, and I wish you would look over this list of expenses and let me know what you think of it."

On a slip of paper, written in John's careful penmanship, was the following:

EXPENSES FOR NOVEMBER, 1911

Rent	$ 10.00
Light and power	3.40
Insurance, 1 year	21.50
Sam Adams, bad account	3.35
Postage stamps	1.80
Telephone	2.50
Long distance calls	.90
Pay roll: J. Bell	72.00
J. Smith	70.00
Tramp Printer	2.00
Mamie	24.00
Office stationery: Books	13.50
Billheads	.05
Letterheads	1.30
Envelopes	.85
Subscription cards	2.50
Stock for bills for church entertainment	.45
Plate	4.20
W. C. T. U. tickets	1.00
Towels and soap	.65
Express, plate and stock	2.25
Freight and drayage	6.15
Interest on note at bank	6.00
Oil and gasoline	2.80
Twine and paste	.90
Rollers for jobber	1.50
Four issues, *Banner*	28.00
Postage, *Banner*	2.70
Balance on street sprinkling	1.65
Coal	3.05
News and job ink	2.80
Pencils	.50
Peterson, lino border	3.10
Gage pins	.60
3 suppers — Mamie	.90
Thanksgiving turkey — Mamie	1.25
Bell, carfare to Alden, Ohio	2.40
Total	$305.20

"I hope you haven't shown this to Bell. It would be an awful shock to him to think that over three hundred dollars in perfectly good money could possibly be spent in one month. That's a lot of money, Smith, more than you and I ever thought was in the world — and all for expenses. If I ever sent in an expense account like that, a wire to come in would greet me as soon as the old man could recover from the shock and be able to send it to me. Now, let's say we are the old man going over my expense account, and see what this expense account is, if it is too much, or if anything is wrong.

"Hum, rent, well that has to be paid, and so does power and light, if you've got to run. Insurance, sure, because you may need the money if you burn out, and we want to sell you something to replace that which has been consumed by the angry flames. But all one year's insurance in one chunk is going some. Still, it must be paid, so in it goes in one chunk.

"You're the same old Smith. If you don't get it, why it's a loss. Adams doesn't pay up, so it's an expense. Quite right. That's the way we do at the home office. So much each month to cover what printers should pay but don't. Only you make it a direct charge in the one instance. Nothing like a gentle reminder. Bad accounts will occur.

"Too much calling up on the long distance. Cut it out next month, got to keep down expense. Oh, had to get the news about the convention for the paper. All right this time, then.

"Well, look who's here! A real pay roll in a country print shop, and honest to goodness salaries paid! Shake, old man, that is one expense item that is O. K. Only kick is that it

*NOTE.—This is the ninth of a series of twelve stories relating the experiences of John Smith, printer and publisher, and his methods of keeping accounts. Copyright, 1920, by R. T. Porte.

isn't large enough. All right for you and Bell, but boost Mamie a bit. You dubs get too much anyway. Perhaps not, you are just owners, remember, and it is a new thing for owners to get a salary, so perhaps I am wrong about your getting too much. Live better, and get more. All right, just as you say, you might not be able to afford more, but try it.

"Office stationery! A real live print shop with plenty of stationery. Hurrah for Bell & Smith! Printed in three colors, too, I bet! No sir, just in good black ink, and gothic type, neat and nice. Another revolution! But why only the paper stock? Why not the full price? It took some of your time to print it. Oh, you did it after hours. Did you draw overtime? No! Well, that makes no difference, you are too cheap to yourself.

"Subscription cards! Something new, let's see them. Fine and dandy! Give me some for the boys, as a lot of them have been asking for something of the kind. Send it to THE INLAND PRINTER so they can print it and let the rest of the publishers know about it.

"And what is this 45 cents? Printed some bills for a church entertainment, eh? Charge only the paper? Wrong again, Smith. I am surprised at you. If I eat a 15 cent lunch, I put down 33 cents for a square meal — worth the 20 cents to eat the lunch. If those bills were worth $1.50, which you would have charged the ladies had they paid for them, that should be the amount, not the 45 cents. At that, not one other printer in a thousand but John Smith would think of putting down even the 45 cents.

"Too much plate, John. Set more type, and keep down this expense. And then those tickets for the W. C. T. U. Wait till the country goes dry and then you will regret this expense. Don't think it will, you say. Don't count on that — it might.

"The dear old office towel! It cost 65 cents, including the soap. John, swipe the soap from the hotel, and ask Mamie to wash the towel. Save this expense.

"Great guns, but these railroads are terrible! Too much for freight and express, but what are we to do in these times with the railroads having us by the throat. Some day we will have Government ownership and half the freight rate. Save just $4 a month then. What, you think that rot? Oh, well, you are not a deep thinker, but you wait — no booze and Government ownership of railroads — that's my platform. Please don't laugh, John, this checking of an expense account is serious business.

"Got to have oil and gasoline, but use more lye on your type, it's cheaper, even if it does hurt your little hands. Then you have twine and paste. Paste for Bell, and a string on — no I mean string to tie up the jobs with and to wrap packages. Too much string, save it by putting the string in neat little balls, and hanging on a nail. A dollar's worth of time to save 10 cents worth of string, but time never costs anything in a print shop — so save the string.

"Rollers for the jobbers. Allow me to congratulate you on at last getting some rollers for that jobber so you can print with them. Oh, that's only a joke, I know you always had good rollers, but so many printers use the same rollers year in and year out, I could not help making that remark.

"Four issues of the *Banner*, $28.90! What for? Oh, the paper in it, and other things. Great guns, does it cost that much to print the paper? And more, yet. Postage, $2.70. Uncle Sam is getting as bad as the railroads. Let's have the railroad own the postoffice, and cut the postage rate in two. How about that?

"No dust, please. Finally paid up old Jerry, so he can buy feed for those spavined horses of his that can just draw around that sprinkling wagon. Great guns, but Jerry has been on that job a long time. Too much for the job. Get him to cut the price or you go out of town for your sprinkling in the future.

"The coal barons have you, also. Oh, these trusts! Just think how much money we would have if we could only get everything from the trusts and then pay them only one-fourth what they charge. I'm against the trusts. Who said we were a trust? Nothing doing, we have competition. Who are they? Let them tell you — I never advertise the other fellow. Too busy advertising myself.

"Ink for the presses, and pencils for the editor. Must still have some of that quart of ink for the pen left. Nearly gone? Well, things just will go, won't they?

"Lino border and gage pins. Why the expense for the border? Too much expense, cut out all borders in the future.

"Three suppers for Mamie. My, my, but you will have to learn how to properly make out expense accounts. That would never get by the old man. You ought to put it Misc. That stands for almost anything in an expense account. Why the suppers for Mamie? Oh, she had to work three nights, and living a distance out you had her go to the restaurant for her supper. Did you pay her anything extra for having to eat the suppers at that restaurant?

"Then you gave Mamie a nice Thanksgiving turkey. Good for you, only had it been me, it would have been a nice box of candy. Make it candy for Christmas — that's what girls like.

"Bell takes a trip to Alden, and you charge that up to expense. Business for the firm, eh? Well, guess that will pass.

"And those few items amount to $305.20. What do you think of that? And outside of one or two criticisms that I have made, it seems to be all right, except, where do I come in?

"Not one cent for me. How about your plant wearing out, and having to replace it. I heard a fellow at a press convention in Minnesota a while ago talk about depreciation, and he said you should charge ten per cent a year for wear and tear on your machinery, so that you could buy new machinery at the end of ten years — and new type also, as well as anything in the shop. That sounded good to us boys, and we know that if the printers had been doing this we could sell a lot of them new things they ought to have right now. John, if you love me, put this in each month so I can sell you the press you have been talking about so long that you would like to print your paper on.

"Great guns, John, I am surprised at you! Here you have been keeping your money in the bank and making them pay interest, and now you have taken the money out of the bank and have forgotten to charge interest for it. I skipped that item of interest you paid the bank last month, and expected to see where you had credited Bell & Smith with interest that was coming to them for what they had invested in this plant.

"There's your expense account, old man. Draw yourself a check for it, and then start another one.

"Come on to supper. This is one you won't have to put down on any expense account, for I am going to do the deed. Don't worry, you will pay for it just the same. The house keeps track of all these little expenses of mine very nicely, and they all enter into the expense of doing business, and the printer pays the bill in the end, just as the people who buy your paper, your advertising and your jobwork must in the end pay for all those expenses. Ever think of that? Well, do, but forget it for the time being, and let's go and eat.

"Great guns, but I am hungry!"

MANSLAUGHTER AVERTED.

"The ending of my story has been completely spoiled by careless proofreading," complained the angry author. "Here at the conclusion, where the judge looks down at the detective and asks, 'Are you Pendleton King?' what does the printer make him say? Listen! 'The great detective, snatching off his false beard, replied, "I a.m."'"

"That certainly leaves the readers in the dark," mused the waggish editor.— *From Boston Transcript.*

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

A COMMITTEE has been appointed by the national treasury to select the best faces of types and modes of type display for government printing.

PAPER clothing made in Germany is being put on the market in London. Suits retail at from 2½ to 10½ shillings each. In June 40,000 of these suits were imported, and more are coming. The majority of the imports, however, have been sent to India and South Africa.

ANNOUNCEMENT has been made of the Sixth International Printing and Allied Trades Exhibition, to be held in the Royal Agricultural Hall, Islington, London, between April 30 and May 14, 1921. F. W. Bridges is organizer and Robert Hilton secretary, and the exhibition offices are at 36-38 Whitefriars street, London, E. C. 4.

LORD BALFOUR recently moved in the House of Lords the second reading of the Advertisement Regulation Bill, which amends the Advertisements Regulation Act of 1907. The bill gives power to local authorities to regulate all advertisements on lands and buildings, and to prohibit moving or flashlight advertisements, and advertisements of a repulsive or demoralizing character. Lord Balfour said he particularly objected to the countryside being defaced with unsightly placards.

AFTER considerable argument, also much danger of strikes, an agreement has been reached between the Federation of Master Printers of the United Kingdom, the National Society of Operative Printers and Assistants, and the National Union of Printing and Paper Workers, in all branches in England and Wales (except the London area), by which an increase of ten per cent in men's wage is put into effect from the pay day in the week ending June 12. The wages for women and apprentices have also been increased.

GERMANY.

It is reported that the Typograph Typesetting Machine Company, of Berlin, has closed down its factory because of a fifty per cent increase in the wages of its workpeople.

IT has been remarked that the prices of books have fallen far short of keeping pace with the advance in the prices of other articles; that in comparison books are the cheapest thing to be found.

HUGO STINNES, a multimillionaire, who is said to be the power behind the new German Government, owns sixty-four newspapers, including the Government's official organ, the *Deutsche Allgemeine Zeitung*.

AS No. 6106 of its "universal library" of literature, the Reclam Publishing Company issues a volume devoted to a translation of the Constitution of the United States, together with a short historical review of the events that led to its adoption.

IT is reported that a printer at Frankfurt a. M. recently sold his office for 80,000 marks, and that the purchaser resold it the next day for 160,000 marks. A one hundred per cent turnover in the printing business is certainly a thing unprecedented.

IN April last there were put on exhibition in the Germanic Museum at Nuremberg a collection of wood cuts produced by local artists in the fifteenth century, including, of course, a number by Albrecht Dürer, the renowned master of the art of wood engraving.

AMONG the articles which can now be exported from Germany are: Printed articles for business purposes; bookbinders' cloth, smooth or pressed; daily newspapers, periodicals exported through the medium of the publishers' despatch offices; gold leaf, beaten by hand, alloyed (so called book gold), in the form of books; printing machinery; machines for bookbinding; mechanical presses for books, printing, lithography, photoengraving, plate printing, etc.

WILHELM OSTWALD, the noted physicist and chemist, also a Nobel prize winner, has given much study to the theory of color, particularly as related to printing inks. As a result he has issued a series of works dealing with the subject, which are listed as follows: "Die Farbenfiebel" (Color Primer), price, 15.60 marks; "Die Harmonie der Farben" (The Harmony of Colors), price, 2.60 marks; "Der Farbenkörper" (The Body of Color), price, 100 marks; "Farbenatlas" (Color Atlas), Edition A, in 13 boxes, price, 850 marks; "Farbenatlas," Edition B, on 103 plates, price 1,400 marks. To these prices is added a twenty per cent surcharge. About three thousand colors are displayed in these works. Ostwald's color theories have much to do, it seems, with the principles of music. In fact, he has worked out what he terms a "color organ."

THE paper industry is seriously handicapped by the scarcity and increased prices of raw materials, old papers and rags in particular, which are most difficult to obtain and which have reached a price which seems unjustified. It is believed that dealers in old paper and rags have been holding their goods to drive up the prices. The cellulose plants in eastern Germany, which had been forced to suspend production owing to shortage of coal, have resumed operation, and it is believed that renewed deliveries of cellulose will help drive down the prices of old paper and rags. Straw, which is used in large quantities, is quoted at 55 to 60 marks per 100 kilograms (about one cent a pound), but this price is expected soon to fall. Wages in the paper industry have risen over one hundred per cent since December, as also have the prices of coal, chemicals, dyes, etc.

FRANCE.

THE publication of a new humorous paper devoted to printers is announced. It calls itself "*Le Cassetin aux Apostrophes*" (The Apostrophe Box).

IT is proposed that a delegation of printers be made up to visit the United States and inspect its printing offices and become acquainted with the business and technical methods of their American *confrères*, it being conceded that much could be learned that would materially help the printing industry of France. This plan was broached by G. Delmas and was generally welcomed most favorably.

BECAUSE of newspaper comments on the use by France of black (Zengalese) troops in the occupation of the Palatinate district (which troops according to many accounts have been overly licentious), and in which comments the military authorities professed to find reflections upon themselves, the military court at Landau (Rhenish Bavaria) imposed fines as follows: On the publisher of the *Nordpfaelzer Tageblatt*, 10,000 marks; on its editor, 6,000 marks; on the publisher of the *Kirchheimbolander Anzeiger*, 10,000 marks and one month's imprisonment; on the *Kuseler Tageblatt*, 1,000 marks; on the *Lokalanzeigers Odernheim am Glan*, 1,000 marks.

BELGIUM.

A QUADRENNIAL commemoration celebration was held at Antwerp on August 8-9 in honor of Christopher Plantin, the noted early printer of that city, whose printing office is now a museum of our art (Musée Plantin-Moretus) and is one of the showplaces of Antwerp. The city bought the office on April 20, 1876, and opened it to the public on August 19, 1877.

DENMARK.

THE death, on June 17, of Lauritz Madsen, of Copenhagen, is announced. The deceased, who was in his seventy-seventh year, was a prominent leader in the printing industry of the country, and did much work in behalf of cost finding methods and of the betterment of apprenticeship conditions.

JOB COMPOSITION

BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

NOTABLE SERIES OF ADVERTISEMENTS.

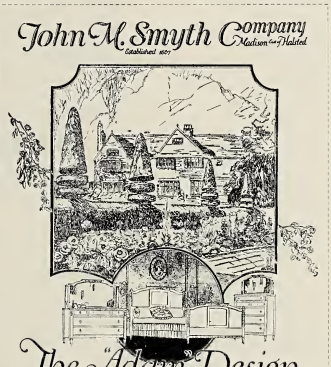
CAN the compositor, or any designer of display who is restricted to type and its utilities for expression, obtain anything of value from the study of the work of the artist and letterer? We think he can — have always thought he could — and have recommended the study of lettering to the printer as much because of the acknowledged benefit it may be to him in his work with type as because of the broadening of his talents which the study of lettering brings about.

Manifestly the artist and hand letterer can shape up his displays with a freedom and an exactness which it is impossible for the worker with type of fixed size and shape to approximate. This is recognized, yet it is not with the intention that the compositor should do the impossible that the study of lettering and design, particularly the study of the work of the letterer and designer, is recommended to typographers.

The hand letterer and the artist have given closer study to the fine points of design than the majority of compositors give. The former quite generally place a higher value on white space, not only as to the amount of it but as to the manner of its distribution. Compositors, as a rule, are prone to be overprecise in the manner of the apportionment of white space in their displays, striving more for equality and uniformity than for interesting massing, which gives the effect of more white and lends character to the display. Likewise, the compositor is all too frequently mechanical in his spacing; he does not make full use of the variety of widths of spacing material at his disposal. Variety in width of spacing material not only serves its purpose in the matter of justification, but allows for the different shapes of letters — full faced and open faced — which, to appear equally spaced in the mass must be differently spaced individually. It ought to be unnecessary to dwell on this point, as the difference in the character of the different letters is apparent to any one who will study them. In spite of this, however, we often see examples like this:

In a line set in capitals one word ends in H and the succeeding word begins with B. Following the word beginning with B is a word which ends in L, while after it comes a word which begins with T. Many compositors will, unthinkingly, place the same space between the first two words that they do between the second two, and there will appear to be about double the amount of space between the second set because of the white space on the L and the T. While the above is extreme, cited expressly for that reason in order that the point will be clear, the same effect — less pronounced, perhaps — is often noticed in lower-case, especially when set in the larger sizes.

The same lack of study on the part of many compositors is noted in the spacing of lines, regardless of the shoulder, which varies in different styles, and in the length of ascenders and descenders and the number of them which appear in the line. All of these points call for special consideration in spacing, especially when reasonably large sizes of type are in use, yet they are quite often ignored and spacing is made mechanical. Now, the letterer has made a special study of letters and their construction, and that study has taught him that different letters require different treatment in spacing. The compositor, then, will do well to follow his lead.



But it is not so much because of these finer points in spacing that the study of good lettering may be valuable to compositors and other designers of type display as in the larger sense of design as a whole. The shaping of groups, their skilful placing with relation to beauty and striking effect in the ensemble and suggestive appropriateness to the subject of the display are



carried to a high degree of perfection by the capable letterer and artist.

Viewed in this light the notable series of twelve furniture advertisements for the John M. Smyth Company, Chicago, which appeared recently in the *Chicago Tribune*, hold much of interest and value to the display compositor who will take the trouble to study them carefully.

The typographical interest in these advertisements rests largely in the placing and relation of the various elements — illustration, heading, major panel of text with initial, minor panel and explanatory text and margins. It will be noted upon reference to the specimens herewith reproduced that a typographical quality was more or less adhered to in the arrangement, in that each part is usually placed as a separate unit, the "holding together" of the advertisements depending more upon the relation of the elements than upon their connection in the drawing. The absence of borders will be noted with a great deal of interest in this respect, and it is the skilful use of white space and the relationship of the parts which make their use unnecessary and undesirable. Relationship between the parts, with ample white space, gives unity without borders.

Contrast for the moment the advertisement entitled "The Adam Design," as symmetrical and precise as an advertisement could be — at least where illustration is employed — with the one entitled "Louis XV." The former is quite typographical in the manner of arrangement followed in the lettering. There is less white space in it than in any others of the series, although more, fortunately, than is the rule with compositors generally. Note, in opposition, the charm and freedom which the Louis XV. carries; balance, though out of center, is sufficiently secure that no ill effect in that respect is noticeable. Certainly there is value in the study of such unusual and distinctive advertisements as these, which tell their own story so capably that comment should be unnecessary. The points of comparison made are only suggestive and may be carried farther by any discerning typographer.

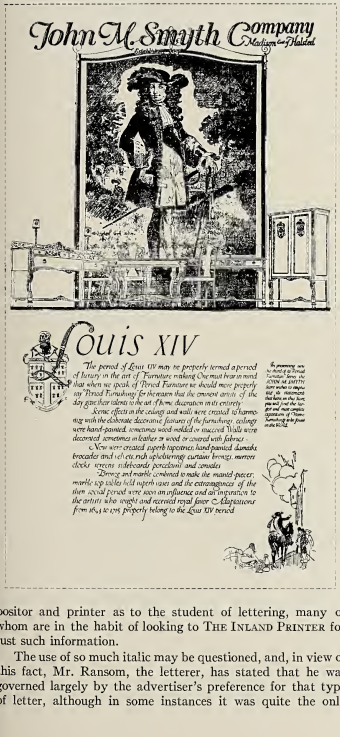
Now let us get at them from another angle, which, although not of direct interest to the typographer, nevertheless holds a lesson — the motive for the publication of advertisements of this type. This, aside from their merchandising value, was to offer the public some definite information concerning period



styles, their origin, historical interest and characteristic details. To this end the furniture drawings were planned to show the most important elements of each style. The decorative drawings were based quite accurately upon prints of the monarchs who gave the periods their name or of the costumes or customs of their times. Research work was plainly done with great care and the drawings may be accepted as authoritative. The

printer in planning work in conjunction with the artist will do well to go to some trouble in this respect — it will materially heighten the effect of his work. The printer, working independently, and with type and its utilities only, will find in the wide choice of media placed at his disposal by typefounders variety sufficient for giving to the displays upon which he works an atmosphere reasonably in keeping with the subject. Even in the simplest work, where such appropriateness is not a necessity, it is, nevertheless desirable. What is more, however, the compositor who gives such thought to his work as the artist and letterer does will find it more pleasurable, more educational and more profitable.

Each advertisement is done in a style following very closely a type face or a written letter which was in use at the time and place of the period expressed. In one advertisement, the "Sheraton," there is, perhaps, no discoverable basis for the use of the slanted letter, but it is a fair guess that it is what a scrivener of the time might have done under the influence of Sheraton's ideas in furniture designing, which it follows closely. These technical details are not of so much interest to the com-



positor and printer as to the student of lettering, many of whom are in the habit of looking to THE INLAND PRINTER for just such information.

The use of so much italic may be questioned, and, in view of this fact, Mr. Ransom, the letterer, has stated that he was governed largely by the advertiser's preference for that type of letter, although in some instances it was quite the only logical choice. He stated, further, that it is easier for him to express differences of style with the freer italic forms than with the more severe roman, a fact that may be interesting to many of our readers.

The illustrations and the major planning of the layouts are the work of the Crafton Studios, 9 South Dearborn street,



Chicago, an organization of artists specializing in this class of work. The lettering was also based upon extensive research and is the work of Will Ransom, 14 W. Washington street, Chicago, whose work has often been shown in these pages for the specific reason that it holds much of value in a suggestive way for designers of type display.

"MID-YEAR SUPPLEMENT TO THE AMERICAN NEWSPAPER ANNUAL AND DIRECTORY."

The Mid-Year Supplement to the American Newspaper Annual and Directory has recently been issued by the publishers, N. W. Ayer & Son, Philadelphia, Pennsylvania. The supplement includes important changes made to June 15, 1920, in the publications listed in the main volume. A list of all new papers received up to the middle of June and found worthy of insertion in the next Annual is included. The pages are the same size as those of the Annual and Directory, and as they are printed on one side of the sheet they may be cut apart and the information placed where most convenient. Copies are being sent regular subscribers to the 1920 volume without charge.

THE "DURAPLATE"—A NEW PRINTING PLATE PROCESS.

BY S. H. HORGAN.



ONE of Ben Franklin's dreams was to find some way of reproducing a type form so that the duplicate could be printed from, thus avoiding wear of the original type. As early as 1743 he got some ideas about stereotyping from Cadwallader Colden, the Scotch scientist, who had devised a system of making a cast from type. How far Dr. Franklin experimented on the subject is not known, but it is known that his nephew, Benjamin Mecom, did cast plates for several pages of the New Testament. In Philadelphia, only a few squares away from where Franklin lived and worked, there is being made a new printing plate that would have delighted old philosopher Franklin could he have but seen it. "Duraplate" is the appropriate name given to this invention. It has so many novel features, and is destined to be of such value in the publishing business that printers, and advertising men in particular, should be acquainted with it.

A printing plate that is as light as wood, with a surface so hard that it will outwear any other form of printing plate; that is not affected by water, oils, benzine, weak lye or acids, and that can be stereotyped from, as it is infusible and will not soften at the temperature required in papier mache mat making; a plate that can be sent through the mails as readily as a mat, meeting at once all the needs of national newspaper advertisers, particularly as it can be made quickly and cheaply — this is the duraplate.

Duraplate is made of a synthetic resin, that wonderful product of science from which are produced the beautiful "amber" stems for smokers' pipes; from which the longest wearing talking machine records are made; from which buttons and many other hard and light articles of every day use are manufactured, and which is also the most perfect insulating material on the market. This synthetic resin has a remarkable property which makes it particularly valuable for molding purposes. When it is forced into a matrix, under heat and great pressure, it softens and flows, thus filling every crevice of the mold, and while under such heat and pressure it sets rapidly to a hard, infusible form, thus accurately reproducing the finest dots, lines and type. Stereotype metal, it is well known, shrinks when cooling and setting, a disadvantage which Mergenthaler overcame so cleverly with a pump in the molten metal, which forces the metal into the matrix just as it begins to cool. This synthetic resin forces itself into the matrix while hot and sets while hot, thus eliminating the molding inaccuracy due to thermal shrinkage, and making it the ideal material for platemaking. And still, to utilize this synthetic resin for this purpose, it has required inventive genius equal almost to the invention of the resin itself.

The writer was privileged to visit the plant at 212 South Darien street, Philadelphia, where duraplates are being turned out in a stream. The operations in brief are as follows: The form of type and cuts is surrounded with bearers, as in all molding methods. A sheet of prestomat material is molded against the form and when this mold is removed from the form it has every detail of a halftone preserved in it as in a lead mold. It is light weight and hard, thus making possible many duplicate casts from the one matrix, and the mat can be filed away for future use. Prestomat material is then applied to the face of the mold and submitted to heavy pressure and high heat for a few minutes. This produces a perfect duplication of the original form, of the same thickness as the standard electrotype, and after blocking it is ready for the mails. The cutting apart, trimming and nailing of plates were big problems, the plates being so hard that ordinary cutting tools could not be used on them. All these obstacles have been overcome and duraplates are delivered either blocked on wood, or unmounted with holes drilled for the brads to secure them to blocks.

The best evidence that duraplates are a success is the fact that quantities of them are being made for such advertisers as the Electric Storage Battery Company, Columbia Graphophone Company, Keystone Watch Case Company, Curtis Publishing Company, and other national advertisers. Duraplate needs but to be known to become of great service to those requiring duplicate printing plates that will withstand the wear of any required edition. They are practically indestructible in handling or in transportation.

Among those interested in the Duraplate Company are the Condensite Company of America, Bloomfield, New Jersey, manufacturers of condensite, and Stokes & Smith Company, Philadelphia, machinery and printing press manufacturers.

BOOK REVIEW.

"Electro-Deposition of Metals."

While attempting to cover the entire field of plating and finishing of metals, as well as being practically an encyclopedia of the industry, there are several chapters of the new eighth revised and enlarged edition of the book of the above title which should be of special interest to printers, engravers and electrotypers. The authors are Dr. George Langbein, a practical electroplater and research scientist, and William T. Brannt, editor of several books on technical subjects, and it is gratifying to note that in writing and translating the book they have used plain language with special reference to the needs of the practical plater and metal finisher. Although in the main a translation of Dr. Langbein's former work, it should not be considered merely as a reprint of an old volume, since the publishers state that the new edition has been completely revised, enlarged and reset, particular attention having been paid to including comment on recent inventions brought out since the publication of the previous edition.

The chapter on "Galvanoplasty (Reproduction)" is perhaps of most value to those readers of THE INLAND PRINTER who will be interested in this book. The entire subject of electrotyping is covered from a practical standpoint, including many new methods and devices both from this country and from abroad. Other chapters deal with "Chemicals Used in Electroplating and Galvanoplasty" and "Hygienic Rules for the Workshop." An appendix is added in which are given numerous tables, formulas and other information.

The practical electrotyper will, of course, consider much of the material a repetition of his own technical knowledge, nevertheless, a careful reading will enable him to get a broader view of the industry as a whole. The various tables will be particularly useful for reference. Printers and engravers who study the book will gain a certain technical knowledge that will be of value in dealing with the electrotyper. The work should meet with a hearty response from the printing industry.

"Electro-Deposition of Metals," eighth American edition, by Dr. George Langbein and William T. Brannt. Published by Henry Carey Baird & Co., Inc., 2 West Forty-fifth street, New York city. Price, $7.50.

THE FOUNDATION OF PRINTING SUCCESS.

Ask ten prosperous printers as to the basis of their success, and at least nine of them will point with pride to the little shop where they started in business. The circumstances and the equipment will vary widely, but you will always find them agreed upon one item that was and still is an absolute essential to their success. That item is the Gordon press. In this simple piece of print shop machinery there are certain principles which in themselves make for profitable operation, steady growth of business and final success.

Effective TYPOGRAPHY

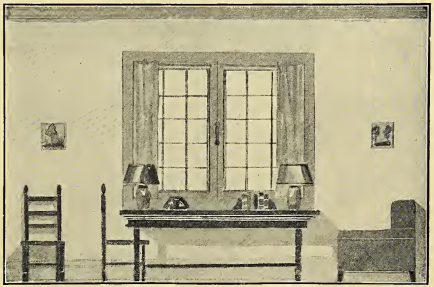
Showing the application of correct principles of display in booklet work, advertisement composition and commercial printing

ROCHESTER BUREAU OF PRINTING
ROCHESTER, NEW YORK



September, 1920

THE INLAND PRINTER
CHICAGO



Elevation sketch by
G. Robert Brooks

A LIVING ROOM

Jefferson Jr. High School
Eighth Grade A

An Exhibition of

Home Furnishings

Made and Sold in
Rochester

May Second to Eighth, Nineteen Twenty
from Ten in the Morning until
Nine in the Evening

Bevier Building
Mechanics Institute

GOOD TASTE IN THE HOME

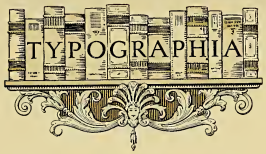
The Home a Background

A beautiful home is always seen and not heard. Color, carving, wall paper, furniture or pictures that seem to speak loudly and call undue attention to themselves are not in good taste. A room should always be a background for the person in it, just as a fine ring setting is the background for the jewel.

Fine Arrangements

Beautiful arrangements in the home are the details of the settings. Furniture should be so placed that we may pass by easily without feeling that we are going to bump into the corner of a table or piano or bookcase. Ornaments should be sparingly used and pictures should be hung with straight wires and near the eye level. Each arrangement to be beautiful must speak as softly as the complete room.

Two Pages from Booklet for Mechanics Institute, Rochester, New York.



Contents

The Call of the Wild
Caveat Emptor
Flowers
Hittin 'em Where They Aint
Romance in Advertising
Do You Know—
As a Man Thinketh

Published by the ROCHESTER BUREAU OF PRINTING
194 MAIN STREET EAST, ROCHESTER, N. Y.

so wonderfully in such a short time, think of what the future must hold for us with the excellent organization that we have perfected by years of effort.

We expect a steady growth, an ever-increasing volume of sales. To reach this goal, we must all pull together—and pull hard. And so working in harmony, ever striving to maintain and increase our production, knowing that "a reputation for producing the best is a sure foundation upon which to build" we cannot fail to reach the goal of greater success.

As an expression of our appreciation of the efforts and loyalty of our Employees, we offer them the opportunity to subscribe to an issue of Second Preferred Profit Sharing Stock.

For some time, we have been considering the possibility of sharing the ownership and profits with our employees, and we have decided to issue a Second Preferred Stock consisting of one thousand shares of the par value of $100.00 each, totaling $100,000.00. This stock is to be non-voting

(Above) Booklet Page for Wollensak Optical Company, Rochester, New York.

(Left) Page from "Typographia," House-Organ of Rochester Bureau of Printing.

Exclusive Dining Room

for limited number of exclusive people.
Fifteen applications for 6 o'clock, four course, home cooked dinners considered.

BELL PHONE, MAIN 6009
98 SOUTH FITZHUGH

Excellent Home Cooked Food
SINGLE MEALS, $1.00 PER PLATE
REGULAR WEEKLY RATES, $6.00
Careful Courteous Service

Loss Prevention

W. SLAYTON WILSON



WILLIAM E. SULLIVAN CO.
EXPORTERS - IMPORTERS
EXECUTIVE OFFICES
ROCHESTER, N. Y., U. S. A.

NEW YORK CITY
1133 BROADWAY

This card is composed in Goudy Italic, Goudy and Goudy Title; Initial, Cloister Italic

American Type Founders Co.

Cut Cost Composing Room Equipment
Kelly Automatic Presses
Printers' Machinery

TYPE

EDWIN B. HURD
PRINCETON APARTMENTS
820 MAIN STREET EAST
ROCHESTER, N.Y.
STONE 5202-J

BUFFALO, NEW YORK

Business Cards Produced by Rochester Bureau of Printing.

SORE HEADS

Waken a man out of sound sleep and he is likely to be a little grouchy. Especially is this true if he is inclined to be lazy. You may expect to get what any man gets who does things: the senseless knocks of a brainless sorehead, or groundless grumblings of a guy who is always bringing up the hind end of a procession.

But if he is the right sort of a gazaboo, after he gets fully awake he is glad you got him up, for he feels there is much to enjoy in being awake and alive. All nature calls. The birds are singing, and maybe the weather is just right and the fish are biting. So he may think you did him a favor and he will take a new lease on life; get over his slovenly ways, and perhaps, who knows, he may amount to something.

jim

ROCHESTER BUREAU OF PRINTING

"*More than printers*" WHITCOMB HOUSE OPPOSITE

---

eventually

you'll want to find out whether I'm the champion bull shooter that ever stepped off the cactus plains of the West or whether I really have some printin' ideas concealed in this old bald dome that will put the selling punch into your sales literature—

Why not now?

"Ask the man who has tried me out." *jim*

ROCHESTER BUREAU OF PRINTING

"*More than printers*" GLENNY BUILDING

A Bunch of Live Ones

I have meandered around this here United States quite some bit. I have had something to do with ad clubs. I have visited a lot of them, and some mighty good ones, too, but I will get up on the Sibley Tower and tell the cockeyed world that this here bunch of the Rochester Ad Club is *there* for pep, perspecuity and penultimate performance.

Somehow or other I managed to get my name by the Membership Committee and feel pretty cocky to know I am hooked up with such a live bunch. Haven't met many of them yet, but I reckon if I hang around the meetings, I may get acquainted. Here's hoping!

jim

ROCHESTER BUREAU OF PRINTING

More than printers GLENNY BUILDING

ROBERTA HOLLIDAY KEEHN

(FORMERLY TRADE-MARK ARTIST, U. S. PATENT OFFICE)

Skilled Draftsman

Trade-marks and
Designs

90 MILLER STREET
ROCHESTER, NEW YORK
Phone Main 5680

Advertisements Published in Chamber of Commerce "Bulletin," Rochester, New York; and (lower right-hand corner) Another Business Card by Rochester Bureau of Printing.

TYPES

Being a book showing numbers of type faces in stock in our shops

Issued for the convenience of those who are interested in advertising printing, and incidentally for our own satisfaction

ROCHESTER BUREAU OF PRINTING
GLENNY BUILDING ROCHESTER, N. Y.

Cover Page for Specimen Book of Type Faces of Rochester Bureau of Printing. In the original a 12 point blind embossed border was used instead of the rules as shown in the reproduction.

THE PRINTER'S PUBLICITY

BY H. W. SMITH.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

The Printer's Newspaper Advertising.

That few printers use newspaper advertising may be partly due to their desire to patronize their own best sales line, which is direct mail. This may be on a par with the attitude of the restaurant proprietor who is afraid that it may hurt business to be caught "eating out"; or again it may be — and most often is — due to a natural tendency in all of us to use tools with which we are familiar.

The newspapers themselves are not averse to using direct mail, particularly in their advertising promotion work. If they have any fear that such use of another medium will constitute an argument against themselves as media, they do not seem conscious of it.

The printer who enters the newspaper columns and vies for reader attention with the grocer, apparel retailer and other keen advertisers, is likely to have his wits sharpened. He will become a better advertising man and thus a better student of the problems of his clients.

Jones & Birch, printers, of Topeka, Kansas, use newspaper advertising instead of solicitors. In the *State Journal* of that city, issue of May 29, they are quoted as saying that a recent installation of special machinery in their plant costing thousands of dollars and doubling their capacity was necessitated by patronage induced by their daily advertising in this newspaper. In medium sized space they present their message of quality printing to the public, along lines that command reader attention.

"Our theory of advertising," said Seward A. Jones, "is to keep before the well to do buying public the fact that Jones & Birch are in business to do all sorts of first class, high grade jobs of printing, and we don't want to bore them with the details of the printing business. We don't use any of that 'Prices lower than the lowest' sort of stuff, because they are not. Perhaps they are not the highest either. The essential fact is that buyers are not so much interested in a few dollars difference in cost as they are in a job that they can be proud of. We don't use the old, set, trite phrases that are more of a detriment to effective advertising than are other things that will get themselves read.

"Our method of advertising really developed more by accident than by a studied attempt to get a certain effect. My partner, Birch, had been handling the advertising. One day he was away. I was very busy and it was up to me to get the copy ready. So I wrote a paragraph telling why Birch was away and why there would be no regular styled ad. Birch came back and in his turn took a crack at me. For the next year we fought back and forth in our advertisements. From the amount of comment we heard on our departure from 'Best printing done here' sort of copy, we began to believe we had found the best sort of style for carrying our business message."



Ever since Caxton's day people have called Printing an art; deservedly so:

BUT TO BURNETT, PRINTING IS MORE

It is an art AND a science -- for to the understanding of type and how to make it talk to the point, Burnett adds a knowledge of the thousand-and-one grades of paper and ink - their limitations and, as well, their possibilities.

His function, as he sees it, is to so modulate your message that it secures immediate consideration and inspires confidence. And for many years the Burnett organization has been *learning* to do this with increasing success.

If you aim, as Burnett does, to "do best what many do well," the attainment of this ideal in printing may be yours if you call Harrison 6591.

Marion S Burnett Company
Printers · Designers · Engravers
626 to 632 Federal Street · Chicago

This advertisement was set in our type room

FIG. 1.

Blotters.

A very good opportunity for the study of the one idea advertisement as opposed to the complex appeal is afforded in the comparison of the three blotters reproduced in this department. The blotters for Bundscho (Fig. 2) and Scoville (Fig. 3) easily win the reader's attention and hold it. In each case the message "sticks." Each will bear longer acquaintance because of the elegant typography in the one case, and the striking pictorial design in the other. As to "sense" of the message, Bundscho anticipates a natural question of the client and answers it in a way to inspire confidence. The Scoville Press emphasizes location and appearance of building. Personally, I am unable to get anything out of the message of the Burnett company (Fig. 1) that will identify the house or its service, nor does it unfold as one gazes at it. Still it is a blotter that will no doubt be retained for active service. The design is not displeasing, and on account of its unusual character it will undoubtedly attract attention.

Brown & Phelps Company.

The effectiveness of narrative in printed salesmanship is exemplified in the July issue of *Type-Talks*, issued by Brown & Phelps Company, Minneapolis. The business of the concern is to supply printers with hard metal

types as well as with the soft varieties represented by linotype and monotype material.

The writer of the article entitled "Eliminating Non-Productive Time" might have been very boresome in his sales presentation of Brown & Phelps service, but he wasn't. He got the reader's unconscious consent to accompany him on a trip to a customer's big plant. A deplorable condition was found in the print shop — cases empty of type, which was all standing, letters pulled from every form on the stones, and, besides, the type was very badly worn.

This salesman soon discovered that the foreman had a grievance against Brown & Phelps Company. Their type was too soft, he said; it wouldn't stand up. Upon inquiry the salesman learned that his house had set up a job for this customer, who, after the job was dead, threw the type in the case.

The writer uses this opportunity to explain the difference between soft or composition metal and hard metal used for display work. He shows, further, by concrete figures how it would have paid that foreman to throw old type into the "hell box" and adopt the Brown & Phelps non-distribution plan.

Besley & Pike, Ltd.

The social side of advertising is represented by the house-organ, according to *Prad*, published by Besley & Pike, Ltd., of Brisbane, Australia. *Prad* further sets the house-organ alongside the business luncheon or dinner or theater party, in its relation to advertising. Whatever these amenities may mean to the Australian business man, they have their function in this country. Snores, I suppose, correspond to the occasional thud of a house-organ against the bottom of the waste basket; approval is expressed by hand clapping and favorable reviews in columns like this. In a layout of newspaper ads. (Fig. 4), Besley & Pike show what they are capable of doing in this line of typography. It will be seen at a glance that this work measures up to the best work of its class anywhere. I wonder if this suggests to some printer in this country an idea for newspaper advertising, having in mind as readers the advertising agencies and their clients.

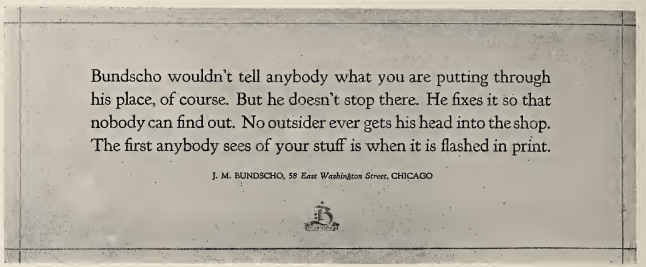


Fig. 2.



Fig. 3.

"The Keystone Press."

The Keystone Press, house-organ of the Indianapolis concern of that name, calls itself "A Publication with a Purpose." A more appropriate designation would be "A Publication with a Personality," inasmuch as the signature of Julian Wetzel (familiarly called "Old Doc Wetzel" by readers) appears at the bottom of the last page and his picture appears at the beginning of page one. The very readable paragraphs between, written in the first person, are of a philosophical, albeit somewhat cynical, nature. A mechanical feature especially good is the long narrow shape of this publication. It fits the pocket quite well. It measures 4 by 9 inches, a size which is fast coming into favor for house-organs.

The Whitaker Paper Company.

The best feature about *Paragrafs*, house-organ of The Whitaker Paper Company, Chicago, is the cover, which is also a mailing jacket. Fig. 5 shows the cover with the flap extended, which, bent around the thumbing edge of the pages, is stuck to the back with a circular seal. This seal gives the Whitaker company another opportunity to advertise itself. Note the permit to pay postage. Thus at the outset the reader finds that the advertiser has done away with the conventional envelope and stamp.

Some good solid information regarding the paper situation is conveyed in the leading article by Bryant Venable, entitled "Price Prevailing at Date of Shipment." The writer points out that "human progress can not be reduced to a standardized basis" and that "slowly, reluctantly, but irresistibly the paper manufacturers have been drawn into the admission that their cost systems, under the chaotic conditions of this period of world adjustment, are capable only of disclosing the cost of what was manufactured yesterday but powerless to foretell what will be the cost of tomorrow's product." While he terms "The Cost Plus Basis," upon which the entire paper industry is working today, "the most unbusinesslike of business principles," he advocates that "so long as conditions remain abnormal, it would seem to be the part of prudence for all whose activities are conditioned upon the use of paper to study and to apply these principles to their businesses with such sagacity as they can."

A touch of human interest is the letter of a high school girl who wrote the Whitaker company asking for complete information on the making of paper, for use in her seventh grade



Fig. 4.

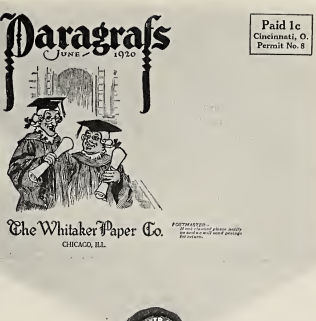


Fig. 5.

geography class. The letter sent in reply is so well done that we shall reproduce it here:

It was very nice of you to write us for some information about paper to be used in connection with your seventh grade geography work. You say that you have to know all about each kind of paper. Do you appreciate how big a subject this is, how important a subject and how complicated? If you succeed in acquiring this knowledge you will have done what nobody else in the world has done.

We are paper merchants and we have spent a good many years trying to learn the fundamentals of the paper business. Our catalogue says that we have several thousands of items of paper merchandise in our warehouses. Our traffic man tells us that we handled in and out of one warehouse alone last year enough paper to fill a freight train about fifteen miles long, and this was only about one-fourth of the paper that we marketed in the territory served from this warehouse, the other forty-five miles of freight cars having gone direct from our mills to our customers without passing through the warehouse. When you realize that we alone have fourteen houses, very much like this one, and that there are hundreds of other paper merchandising houses in this big country of ours, you will begin to form some idea of how vast the paper business of this country must be.

Can you imagine what the world would be like without paper? No newspaper, no books, no letters, nothing in which to wrap bread and meat and dry goods; no cardboard boxes, for they are only paper, no prepared roofing, for it is only paper treated with asphalt! Even the wheels of railroad cars and the great heavy shining cylinders of giant machines are made of paper, thousands of sheets, pressed together very, very tight by huge hydraulic engines. All the business of the world requires paper. Every transaction of commerce, of education, of government, is recorded on paper; even the money with which we pay our bills is paper, and the treaty which the Germans violated, involving the world in the greatest war in history, was literally as well as figuratively "a scrap of paper." You can't think of a paperless world unless you think of a world that has returned to savagery.

Most paper is made of wood. The beautiful hills of your own New England have contributed their spruce and poplar to make the pulp out of which has been formed thousands upon thousands of tons of paper.

The higher grades of paper are made of rags, but owing to the comparative scarcity of rags and to their high cost, only a small percentage of the production of paper is made from rag pulp.

The same mail that brings your letter brings us letters from Scandinavia, from Holland, from Australia and from Tasmania; and only yesterday we received one from Germany, all having to do with the manufacture and sale of this commodity that is so essential to civilized life. And in our foreign department we are in constant correspondence with merchants located in nearly all the countries described in your geography as the home of civilized people. Some of these are from white men, some from black men and some are from brown men and others from yellow men. But they all want either to buy or to sell paper, and just now most of them want to buy it.

If you can get a copy of the *National Geographic Magazine* for March, 1920, you will find a very interesting article describing the processes of manufacture of the paper used for printing that publication. There are pictures, too, showing the machines, and the paper itself will give you a good object lesson to make you remember what you have learned.

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Hypercriticism.

Jean Dean sent me a postal card saying: "In March, relative to retaining services, etc., you misuse secure in the sense of obtain. Secure has other very definite meanings. When we have a word of definite meaning and another of two meanings, use the definite. Don't say 'the door is partially shut.' Say partly." But I insist that the word objected to was not misused. To secure anything is to obtain it, but secure adds to the mere getting the idea of surety of keeping. The critic's idea of preferring the definite word is good for one's own personal guidance, but such bald assertion of misuse by another is the most useless hypercriticism possible. My use of secure is plainly with the added sense of sure possession, which obtain would not express. Moreover, it was in answer to a question asking decision between retain and secure. Partly is more literally correct than partially in many expressions where the latter adverb is used; but the two adverbs are now so firmly established in interchangeable use that objection amounts to mere hair-splitting uselessness. John Ruskin said very aptly: "There are cases in which partly, if substituted for it [partially], would affect many persons of nice perceptions much after the manner of a wrong note in music, *e. g.*, 'Shakespeare did perfectly what Æschylus did partially.'" Hair-splitting is hardly worth while.

Books About Proofreading.

J. H. L., Techny, Illinois, writes: "I wish to comply with your request expressed in the July number of THE INLAND PRINTER regarding the names of books on proofreading. In the shop where I am employed we have, besides De Vinne's excellent 'Correct Composition' and A. M. Smith's 'Proofreading and Punctuation,' already mentioned by you, 'Printing for School and Shop,' by Frank S. Henry (New York: John Wiley & Sons, Inc.; London: Chapman & Hall, Limited), first edition, 1917. This book contains a good chapter on proofreading, which closes with the following bibliography: 'Punctuation,' by F. Horace Teall; 'The Compounding of English Words,' by F. Horace Teall; 'Correct Composition,' by Theodore L. De Vinne; 'Proofreading and Punctuation,' by A. M. Smith; 'Manual of Style,' the University of Chicago Press; article on compounding of words, Standard Dictionary (1913 ed.), pp. xxx, xxxi. We also have a book from the I. C. S. Reference Library, which contains these chapters: 'Penmanship,' 'Elements of English Grammar,' 'Elements of English Composition,' 'Punctuation and Capitalization,' 'Letter Writing,' 'Typesetting and Proofreading,' 'Tabulating,' 'Title-Page Composition.' This book is numbered 124B, and is published by the Scranton International Textbook Company. I consider this a very good book, as also the others mentioned above."

Answer.— I call this an "answer" more because that is my customary label for response than as presenting a direct answer. The letter itself is a kind and helpful answer to my request, for which I am grateful. I am not surprised by the meagerness of the addition to bibliography, since that strengthens my expressed belief that few good books on proofreading are extant. One reason for the fewness of books about proofreading must be the slight demand for them. And the slight demand for them must result from the fact that what has always composed the bulk of them is rather lessons in grammar and rhetoric than actual teaching of proofreading. I am fully convinced that no one can learn proofreading from books. But this does not mean that readers do not need to learn what must come mainly from books. On the contrary, they should all have book-learning of wide inclusiveness — the only way they can have too much of it is by allowing it to be obtrusively one-sided. That last remark is rather obscure. What is meant is that almost any item of knowledge may be subject to differences of personal construction, and the proofreader needs to be careful not to assert too positively his own view as the only correct one when others may be at least equally correct in a different understanding. Of course my thought of proofreading in this writing dwells mainly on the work of trade reading, which consists principally in making sure that what is printed is exact reproduction of the copy from which it is reproduced. The only exceptions in the general run of work are the cases, of varying frequency, where the writer has evidently written something different from what he actually wants; and even here the proofreader must be cautious not to make changes that may not be approved. It thus becomes evident that no book can ever show every possibility of emergency for decision by the proofreader. At least one of the books named, "The Compounding of English Words," is out of print.

A Bad Style.

L. P., Williamsport, Pennsylvania, submits the following: "A newspaper style now being prepared for a local newspaper contains this paragraph: 'Distinguish between the possessive and the genitive. Limit the possessive to persons, or at least to animated creatures capable of possessing and enjoying the right of property. Speak of a woman's bonnet, but not a house's roof. Write it, "the roof of a house." For the same reason omit the apostrophe in such expressions as three weeks vacation, a days work, a months salary, a ten days trip, the laws delay, at deaths door, for mercys sake, etc.' Will you please let me have your opinion on the omission of the apostrophe from the examples shown in the last sentence of the quotation?"

Answer.— My opinion of the whole ruling is that it is not good in any respect, and might prove itself very troublesome. In fact, I am persuaded that, to produce anything like the indicated result, all present common knowledge of English grammar in the part involved must be utterly wiped out and a new system substituted. This does not seem to be advisable, even if it is possible. An acquaintance once told me that a proofreader wrote on an author's proof that no one except an

old fogy would have something he queried as it was, and the author answered, "Well, I am an old fogy." Similarly, I may say here that only an innovator would offer any such ruling, and might be met in effect with the answer, "Well, I am an innovator." Goold Brown said in his introduction: "From misapprehension, narrowness of conception, or improper bias . . . have sprung up, in the name of grammar, many unprofitable discussions and whimsical systems of teaching, calculated rather to embarrass than to inform the student. Mere collisions of opinion, conducted without any acknowledged standard to guide the judgment, never tend to real improvement." Anybody may choose to be an innovator, but he must expect to encounter much opposition at least in the beginning.

English grammar as it is acknowledges no distinction between possessive and genitive. The nearest approach to such acknowledgment is an occasional assertion that certain genitive relations are preferably expressed by the objective after a preposition, as in "the roof of the house," which is decidedly preferable to "the house's roof." Every dictionary definition and every grammar book teaches that the genitive case is the possessive case, except that some books do not mention the genitive at all. So far is the idea of a distinction between possessive and genitive from being common that I believe it would not be hard to prove that even the word genitive is seldom heard in our schools, and I think that comparatively few people know what it means; in fact, the word is practically obsolescent. English grammar, in the prevalent understanding, does not recognize a genitive case, but includes all true genitives in the possessive case.

My opinion is especially asked for as to the prohibition of the apostrophe in writing of the law's delay, a day's work, for mercy's sake, etc. My opinion is that without the apostrophe such expressions are repugnant to common understanding of propriety. My absolute conviction is that no print controlled by me would ever appear with such intentional omission of the apostrophe, for I hold it to be a barbarous error. A few newspapers do omit these apostrophes, but I do not think I have ever seen a modern book without them. I am quite sure that a vast majority of the English-speaking people write these expressions as possessives, which means with the apostrophe, but I am not so sure that the faddists who do not conform will not eventually establish their error as correct usage. I earnestly hope the error will not prevail. Meantime, of course, a proofreader who is instructed to have these or any other expressions wrong must understand that then the wrong is right and act accordingly.

THE PRODIGAL PRINTER.

BY G. W. TUTTLE.

A prodigal this printer was,
To his exceeding sorrow;
He promised each and ev'ry one
His work upon the morrow.

Then, when tomorrow's portals ope'd,
The work was never done —
So prodigal with promise he,
Nor kept a single one.

Alas! alas! he promises
To in the almshouse die;
Perchance this promise now to keep,
Tomorrow he will try.

PAPER ISN'T ALL.

According to latest reports old high cost has reached darkest Africa. The price of a sixteen hand, well marked, coal black wife has gone up from four to six spear heads.— *Fort Morgan (Colo.) Herald.*

DESIGN IN TYPOGRAPHY.*

BY HARRY L. GAGE.

THE popular conception of design in printing is a curious manifestation of vegetable growth, a formal spray of spinach to decorate a page of type, or perhaps a hand wrought border of "candle grease" ornament to dignify a cigar box label or a health food carton. But design has a broader meaning, and to design a piece of printed matter is to plan every phase of its treatment: paper, binding, type arrangement, illustrations, and decoration. Thus, design in typography is not alone a matter of arrangement of type and ornament; it involves study of the deeper meaning of both.

Both type and the typographic material with which the printed page is embellished are the products of comparatively recent times, the "modern" period of history. Civilization was well advanced when the invention of movable types came to promote its quickening. Of the various ages in the arts that preceded 1450, none has directly contributed a definite style to printing, though all added their influence in successive progression to that period of the building of cathedrals and the making of books by hand which inspired Gutenberg and Schoeffer.

Custom and tradition have been the first masters of every time. They are the very foundation of organized society. Just so were the first types frankly made to imitate the richly decorative but illegible black letter Gothics of the scribes. Is it so much a wonder that the first printed books were unsurpassably beautiful, when the making of books by hand had been perfected by hundreds of years of ripening style?

Yet traditions sometimes bring their own overthrow. Perhaps it was a coincidence that the great awakening of the fine arts in Italy marked the abandonment of black letter by the printers who moved their activities into Italy. More probable is it that the Renaissance was a mighty stimulus to which we owe the Roman face that is today the traditional basic type form for all civilized peoples.

Later styles and periods in the arts have given us fewer definite styles in printing than in architecture, painting, sculpture, furniture, or interior decoration.

The Renaissance, with its echo of classic Greece and Rome; the lighter touch of the French and modern Italian influence; the friendly quaintness of the Georgian or Colonial period — these three have contributed to the development of a modern American typography which is neither one nor the other, but may borrow the atmosphere of any one.

With the detail and historic data of these various periods the trained designer who works with pen and brush is intimately concerned. And few there are today who can authoritatively render decorative design for period typography. Indeed it is to be wondered and deplored that our art schools have so far neglected the needs of the graphic arts that today I know of not one major course offered by a reputable school to train typographical designers.

As each period of design has naturally influenced the type faces that were cut under its sway, so the force of traditional association prescribes the appropriate combination of type and decorations. It is significant of the period of impossibility in modern printing from which we are just emerging that our composing rooms have not only been flooded with meaningless, poorly planned types, but the relationship of type and decoration has not been maintained. We were given first the early Victorian cupids, wreaths, and flying birds, then the stiffly wrought "decorators" of all mankind and his manufactures, leading on to ugly geometric borders, headbands and initials,

*The substance of an address delivered before the Chicago Club of Printing House Craftsmen.

with only a glimpse at infrequent intervals of sound design based on historic precept.

With all the crudities of his materials, the printer of yesteryear was, nevertheless, a craftsman in the genuine thrill which he derived from a skilfully curved rule or a type drawn picture pattern on his page. I first felt the full force of a master comp's contempt when, as an apprentice, I heedlessly cut up a carefully shaped brass oval.

There was honest pride of workmanship in all the typographic horrors of the eighties and the nineties. And some of that spirit carried on into the new century. But how little of it survives today! How deplorably few compositors find the zest in their work which leads to the creation of fine typography and that form of design which we call layout work.

Without disparagement of the work of the present day designers and "studios" (to whom full credit be given for their frequent excellent products), is it not deplorable that the planning of type treatment and decoration has so rapidly become their especial field? With our best designers specializing in typography (and often with nary a type 'neath their roof), we find the printer of today too often a mere prescription filler and no longer the doctor. Is this making of printing a profession or a formula?

The remedy for this condition must be sought in a revival of interest in craftsmanship. So long as our organized efforts in the various trade associations of the graphic arts are concerned only with the direct problems of business methods and trade practices, ignoring or glossing over the vital influence of sound design, just so long will we find their individuals uninspired workmen rather than ambitious craftsmen. The master must inspire his men. A meeting today of all the true master craftsmen would require a very small room indeed.

Recognizing these conditions, the Mergenthaler Linotype Company has gone far to provide inspiration for creative work in typographic design, through the product of the department of linotype typography.

The newspaper men at Washington who conceived the epochal idea of evolving a mechanical means for setting type were inspired by their professional knowledge of the urgent need for such an invention among newspapers — no more. Hence the linotype — the demand of newspapers for the linotype — the interval preceding the appearance of linotype typography.

The established business of producing the machine arrived at its natural next stage of achieving appropriate material in 1914, when the company began the serious work of typographic refinement that has so broadened the scope of the linotype.

The creative work in the field of typographic design saw no time lost in making false steps. At the outset, Edward E. Bartlett, president of the Bartlett-Orr Press, New York city, was engaged as counsel and adviser, to work with the company's experts, and a department of linotype typography was immediately established.

During the period of reconstruction, from 1914 to the present, the bulk of the work of refinement has been accomplished. Gradually the chaff of inferior typography was winnowed from the wheat of superior typography. Refitting has been done; recutting where it was found to be the thing to do. New faces have been introduced, not for the purpose of swelling an already too extensive assortment, but always to the end of securing perfectly formed, beautifully shaped types from models of pronounced legibility. This creative work, undertaken with the direct object of placing the advantages of linotype composition at the disposal of the book and job office, has been productive of the necessary faces.

The true Caslon, following the original designs by William Caslon I., is nearly completed. A perfectly formed Elzevir, one of the most beautiful types of its class ever cut, is nearing completion. Old Style No. 7, already announced, is meeting with deserved appreciation. A true old style, following the Miller and Richards original, from which Franklin Old Style, Binney, and all other acceptable modern old styles have been copied, is now being cut. Another early announcement will be the Cloister Black, following the Caslon face.

Decorative typography, heretofore accomplished by means of individual types, has been restricted in its sphere of usefulness because of the excessive cost of the type units themselves and of the composition, due to the difficulty of handling the individual units used in repeated or diaper pattern.

The linotype Bodoni family, faithfully reproduced, has been announced; the complete series of linotype Cheltenham has also been shown; similar series of Adam, Benedictine, Caslon, Modern, Louis XV., Scotch, Gothic, and others are to follow as they are produced. With each of these series there will be an accompaniment of initials, borders, head and tail pieces, and other correlated units in the form of matrices and electrotypes.

Of the Bodoni series it is to be remarked that, generally speaking, Bodoni did not employ much decoration in connection with his work, and that our own artists have created exclusive ornamental designs to enhance the beauty of pages set in faces whose weight of line approximates that of Bodoni.

In the Caslon, Benedictine, Cheltenham, Scotch, and Gothic, full corresponding series of initial letters are to be furnished in various point sizes, together with stock borders and head and tail pieces.

The foregoing, which conform mostly to recognized period ornament and will bear the critical analysis of the designer, are complete in every respect. They comprise, in fact, the most complete collection of useful type ornaments and individual decoration that has ever been offered to the printing industry as a whole. With this inspiration, the printer should feel a revival of the creative instinct. It should help toward a return of craftsmanship in printing, which will come only when design, in type, decoration, and their use, is given proper recognition.

MORAL, CONSULT NOAH.

BY E. MURPHY.

A large print shop in Chicago recently printed a catalogue on a common mail order subject, and the first page following the cover started off in this fashion: "Clothes of Quality and Destinction." The entire edition of the catalogue was printed this way, and the order was of no mean proportions. That the advertiser will not be satisfied is no puzzle. It matters not who was responsible for the blunder, the man at the top will not be made to believe it is human to err.

Of course, the artist started the trouble, but dictionaries and artists never did go well together. Cartoonists are especially human in this respect. A well known cartoonist does a page every month for our paper, and it frequently happens that it is necessary for us in the office to correct his mistakes. Letters are left out and names are misspelled, but as long as the finished product is O. K. the mogul is satisfied, to which state of mind he is entitled.

To return to specific cases, the proofreader did not read the cut, in fact, it is seldom done on customer's stuff, although the letters averaged 48 points. The stoneman who pulled the proof had little time to look it over, and when the proofreader examined the revise, she repeated her performance as with the page proof. The whole matter, while entirely the artist's fault, showed neglect on the part of the printer and his employees. The customer gets the impression that they do not pay attention to his work, and in a measure he is right.

How much better for the printer to call the customer's attention to the mistake, though he hold up the publication for a short time, and give the customer that bit of service which keeps his clientele for years and years. A satisfied customer is better than a salesman.

SPECIMENS

BY J. L. FRAZIER.

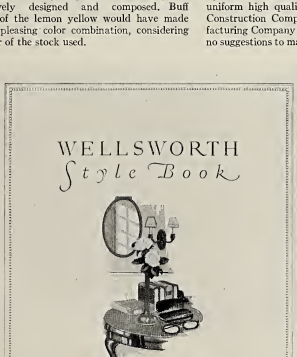
Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

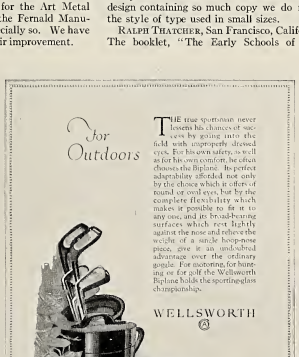
PINE BROTHERS, New York city.— The blotter, "We Produce Only High Grade Printing," is attractively designed and composed. Buff instead of the lemon yellow would have made a more pleasing color combination, considering the color of the stock used.

EDWARD C. STERRY, Jamestown, New York.— Specimens of the work of *The Journal Press* are of uniform high quality, those for the Art Metal Construction Company and the Fernald Manufacturing Company being especially so. We have no suggestions to make for their improvement.

however, we do not contend it is without merit. One point of which we are certain is that for a design containing so much copy we do not like the style of type used in small sizes.

RALPH THATCHER, San Francisco, California.— The booklet, "The Early Schools of Typog-





Title page and characteristic page of text from handsome style book of American Optical Company, Southbridge, Massachusetts. The illustrations were printed from four color process plates.

SPENCER-WILLIAMSON PRINTING COMPANY, Des Moines, Iowa.— Specimens are of fine quality, the illustrated advertising folders being especially handsome and effective. Excellent taste is manifest in the selection of colors, while the presswork is exceptionally good.

AMERICAN OPTICAL COMPANY, Southbridge, Massachusetts.— *Wellsworth*, your house-organ, is excellent, one of the best of its kind, in fact, from the standpoint of printing at least — and, so far as we can judge from a necessarily brief glance through it, from an editorial standpoint as well. The cover is especially handsome. "The Style Book" is a remarkably fine booklet, the numerous four color process illustrations, all exceptionally well drawn, being perfectly printed, while the typography and page layout would be difficult to improve upon.

MOORE'S PRINTCRAFT SHOP, Washington, District of Columbia.— Typography is excellent on all the specimens you have submitted for our consideration, and they are made all the better by excellent presswork and good taste in the selection of colors. The motto design, "Courage," is especially attractive. Of the two different color treatments we prefer the one in blue to the one in green, but that preference is essentially a matter of personal taste, as the green is equally or almost as correct in color harmony.

GEORGE O. MCCARTHY, Hartington, Nebraska. —The letterhead for the *News*, on which the hand cut initial T is used, is also quite unusual, yet we do not admire it. Our dislike is "felt," more than the reasons for it are known; in other words, we are powerless to suggest improvements without changing the style entirely. Understand,

raphy," by William Blades, privately printed by you, is in good taste, excellent in design and typography and exceptionally well printed. It is in every sense in keeping with the subject — fine printing.

JOHN A. PHILLIPS, INCORPORATED, New York city.— Program and tickets for the annual outing of employees of your concern are novel and interesting. Distinctive treatment is always appreciated in such forms, which are generally retained as souvenirs of a happy event. Our compliments on the originality of the different pieces.

J. W. SHORT, The Mortimer Company, Limited, Ottawa, Ontario.— As usual, the specimens of your work interest us greatly. Refined and legible typography, good stock, pleasing colors of ink and paper, and splendid presswork combine

to produce printing that is of the highest order of excellence. *The Thinker* continues to be one of the most interesting of printer's house-organs that reach the editor of this department. Lithographed and letterpress letterheads are of superior quality. The booklets for The Wabasso Cotton Company and the Williams Piano are probably the best specimens in the collection we received.

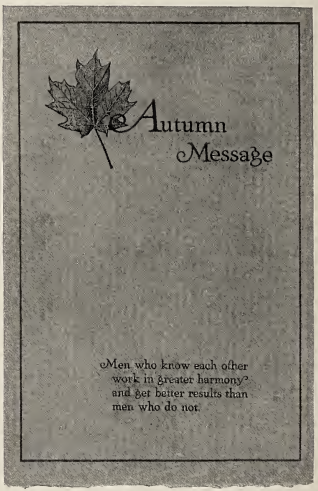
to the business card, on which the same distinctive panel arrangement is followed.

GEORGE M. GRAHAM, Chicago, Illinois.— Cards and tickets submitted by you are unusual and attractive in design. Several are reproduced. To lift such forms out of the commonplace and yet embody in them good taste and design is a talent that is not inherent in every compositor.

Style, combined with good emphasis. Particularly interesting to the writer among the specimens in your latest collection are the folder, "An Introduction," and the text pages of *The Al-Cor*, house-organ of The Alling & Cory Company, three specimens from which are reproduced. Another handsome specimen is the booklet, "Pittsburgh's Industrial Predominance," the



Pleasing and appropriate title page of musical program by Arthur C. Gruver, Pittsburgh, Pennsylvania. Printed in deep green, the original was decidedly attractive.



Title of attractive advertising folder by the Scholl Printing Company, Chillicothe, Ohio. Original was in deep brown and gold on light brown crash cover stock.

THE SCHOLL PRINTING COMPANY, Chillicothe, Ohio.— Doubtless the most attractive of the many fine examples of your work is the advertising folder for your own business, "Autumn Message." The title page is exceptionally neat. The unusual type arrangement and the colors used for printing — gold and brown on brown cover stock — combine to create an effect that is not only thoroughly agreeable but which is also effective in commanding attention. All specimens, as a matter of fact, are tastefully composed and well printed, the display in every case being suitable for the high character of the work.

HARRY SIMMONS, Chicago, Illinois.— The several stationery forms, all following the same characteristic style of design—therefore having that "family" resemblance which provides considerable publicity value because of the repeating impressions made—are decidedly unusual and effective. The only point against the design, and we are not sure that the point is worthy of very serious consideration, is the fact that the design takes up rather more of the space on the letterhead and billhead than is usually considered advisable. In relation to the size of the sheet, the design in these two instances seems too large, but, of course, that does not apply

T. W. LEE, Minneapolis, Minnesota.— Labels for *The Nonpartisan Leader* are striking and well printed. The business card for the Star Photo Engravers is a botch, the straggly, helter-skelter, "fussy" lettered lines presenting an effect that is decidedly confusing. The booklet on "The Freedom of the Press" is satisfactory.

ARTHUR C. GRUVER, Pittsburgh, Pennsylvania.— Your work continues to interest us greatly. Few, if any, surpass you in the handling of small commercial forms, which you invariably give characterful and refined treatment, generally with that master type face, Caslon Old



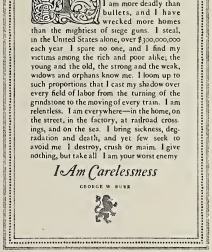
Unusual arrangement of card by George M. Graham, Chicago, Illinois.

most elaborate piece in the lot. The typography in this booklet does not hold the interest for us that the paper company's house-organ does. The cover, however, is unusually handsome.

REVIEW PUBLISHING AND PRINTING COMPANY, Savannah, Georgia.— We consider the mailing folder, "Greater Efficiency," an altogether weak and unattractive piece of publicity for a printing firm to hope to win business with. We find it hard to believe it came from the same concern that used the letterhead you wrote on, not, of course, that a mailing folder should be treated like a letterhead — far be it from that — but rather that the one should be as good in its class as is the other in its field. The first great weakness is in its commonplaceness; it doesn't impress. As a title, "Greater Efficiency," upon which you have depended to catch the recipient's interest, has just about worn itself out. Everybody is telling everybody else how to be efficient. The weakness of the display feature is approximated by the weakness of its presentation on the front, or address side, of the folder. Bigger type, a bold face italic to suggest strength and speed, would have been by far more impressive and suggestive. The figure at the bottom, pointing to the display line

at the top, is very weak indeed. It would have been much better to use a figure pointing logically downward, or to the right, and to have it closer to the type. The size of the folder is too small to impress; it should have been at least twice the size it is. The inside, with its cross line rule border, its weazened display and its bold face condensed text, is not at all interesting, impressive or easy to read.

THE SIMS PRINTING COMPANY, Navasota, Texas.—The general arrangement of your new blotter, "Never Let Your Printing, etc.," is unusual and has considerable attractive force. It would be improved by the use of a more attractive type face — as the block letter used is not pleasing in design — and if you had not printed the main lines in two colors, deep brown over light green, in such a way as to give the effect of shaded letters. Expanded series, a practice that you should avoid, as the two styles have nothing in common to make their use together pleasing. Presswork is very poor indeed on the statement for the First National Bank. Better ink, better make ready — a firmer, harder impression — and a little more care in regulating the flow of ink from the fountain, are essential if you are to improve the quality of your presswork.

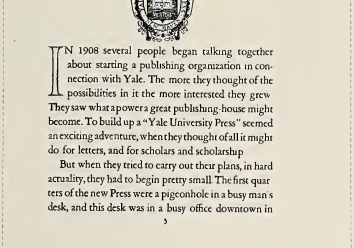

THE DRAGON

I AM more powerful than the combined armies of the world. I have destroyed more than all the wars of the world. I am more deadly than bullets, and I have wrecked more homes than the mightiest of siege guns. I steal, in the United States alone, over $500,000,000 each year. I spare no one, and I find my victims among the rich and poor alike; the young and the old, the strong and the weak, widows and orphans know me. I loom up to such proportions that I cast my shadow over every field of labor from the turning of the grindstone to the moving of every train. I am relentless. I am everywhere—in the home, on the street, in the factory, at railroad crossings, and on the sea. I bring sickness, degradation and death, and yet few seek to avoid me. I destroy, crush or maim. I give nothing, but take all. I am your worst enemy.

I Am Carelessness

GEORGE W. BURR

Attractive motto page from house-organ of The Alling & Cory Company, Pittsburgh, Pennsylvania, by Arthur C. Gruver.


THE STORY OF
THE YALE UNIVERSITY PRESS TOLD
BY A FRIEND

IN 1908 several people began talking together about starting a publishing organization in connection with Yale. The more they thought of the possibilities in it the more interested they grew. They saw what a power a great publishing-house might become. To build up a "Yale University Press" seemed an exciting adventure, when they thought of all it might do for letters, and for scholars and scholarship.

But when they tried to carry out their plans, in hard actuality, they had to begin pretty small. The first quarters of the new Press were a pigeonhole in a busy man's desk, and this desk was in a busy office downtown in

5

First text page of attractive booklet from The Yale University Press, New Haven, Connecticut. Original was 7½ by 10 inches.

Larger display and smaller body matter with massed white space would add punch to it.

YALE UNIVERSITY PRESS, New Haven, Connecticut.—"The Story of The Yale University Press, Told by a Friend" is one of the handsomest booklets we have reviewed in many months. The pleasing and readable typography is a delight to the eye of the lover of fine printing. It is set in a private type face, a letter having features of both the Cloister and Kennerley series. English margins contribute to the beauty and appropriateness of the pages, two of which are reproduced in miniature.

EACH YEAR, toward the close of the term, the students of the Department of Printing, Carnegie Institute of Technology, Pittsburgh, Pennsylvania, make a tour of inspection through the leading printing centers of the East. Following these trips a booklet is gotten out which contains a chronological story of the events on the trip and a description of the plants visited. These booklets are illustrated by halftones, sometimes by actual photographs tipped onto the pages, of the class and individual members, and groups, at different places. A copy of the booklet published in commemoration of the 1920 trip has just reached the editor of this department, who found it interesting both as to content and as a specimen of fine printing. It is a credit to those responsible for its production. That practice does not add to the attractiveness of any design in which it is used, but, rather, detracts from the appearance. Avoid it. Paper is flat and to attempt to give a shaded effect, perspective, in type display is to flirt with inconsistency and the displeasing effects that always result therefrom.

H. E. GORDON, Brooklyn, Iowa.—The portfolio containing samples of stationery produced by *The Brooklyn Chronicle* is very good indeed, as are also the specimens it contains. We do not, however, admire the shaded style of letter you have used in some of the specimens. We note that you sometimes use extended Copperplate Gothic with the rather condensed Century


The Tokio Art Shop
CURIOS FROM THE ORIENT
Phone
Circle
4794
215 East Market Street
INDIANAPOLIS

Another interesting card by George M. Graham, Chicago, Illinois.

LOUIS RESNICK, Chicago, Illinois.— For a publication of its type the *National Safety News* is thoroughly satisfactory in typography and printing. The finest of typography and paper is not required on a publication of this nature, it being semi-newspaper style, but the main considerations are that it should be readable and neat, in both of which the publication measures up to standard. Editorially, it seems also good, the content being made up of articles pertaining to safety work in manufacturing plants, etc. The articles appear to be authoritative and well written. If we were to criticize adversely the editorial features it would be that there is hardly enough matter in relation to the amount of advertising carried and the size of the publication. *The Weekly News Letter* is also satisfactory for the purpose served.

SAMUEL LICHTIG, Philadelphia, Pennsylvania.— Samples of your work are very good indeed, averaging high in quality. We would caution you, when using roman capitals with the black letter styles in lower case, to have the roman relatively small as compared with the text styles, when the use of the two together may be pleasing. When the roman is used in comparatively large sizes the difference in shape is readily apparent as the roman is relatively a wider face. Because of the strength of the green used as a second color on the letterhead for the Service Garage,

the type matter, which is printed in black over the illustration of the automobile in green, is confusing. If the green were weakened it would be too pale for the border, therefore the only solution, if a lighter toned illustration of an automobile is not available, would have been to use bolder type so that it would show up well or to have arranged the type matter in a different manner so that it would not be necessary to print over the illustration.

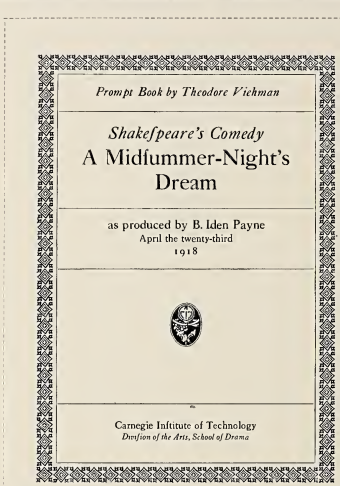
Vacuum Oil Company, New York city.—"Bearings and Their Lubrication" is a decidedly handsome booklet. The cover design is especially attractive, the colors of ink used in printing it being in excellent harmony with the stock, as well as being bright and snappy in the effect they create. Unfortunately the design has been placed slightly too low on the page — just slightly, remember, but enough to suggest that it is not quite right. The title page, in fact typography throughout, is excellent. A little orange in the red ink used, which inclines to carmine, would make it harmonize better with the black ink used for the text and the rules of the running head, between which the title is printed in red. The type face used is quite legible, and, although it appears somewhat crowded, it is not enough so to provoke adverse comment from the readers.

J. F. Tucker, New Philadelphia, Ohio.—It is like getting a letter from home to receive once more a collection of specimens from The Marsh Printing Company, the typography of which has for many years been planned to a large extent by you. We see in these the same marks of excellence and the same distinctive individuality, determined by the styles of type generally used and by their manner of arrangement. They are refined, attractive and forceful — and you have not forgotten that type display to be worthy of a high mark must above all be legible. We have no suggestions to make for their improvement.

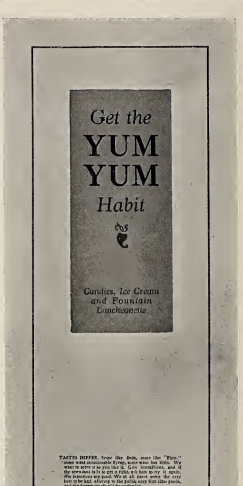
Plumas National Bulletin, Quincy, California.—The folder for Lake Almanor Inn is quite attractive, although the presswork is not as clean and sharp as it ought to be. Your letterhead has a lot of character, but the border ought to be subdued by being printed in a weaker color, while the type matter inside it should be strengthened by the use of a stronger color than the weak green used. *The Pine*, high school annual, is quite a novelty as such publications go, and is very well executed besides. It would be more pleasing if the cover stock were at least as dark as, if not a shade darker than, the stock used for the text.

L. Hawksworth, Pittsburgh, Pennsylvania.—The various title pages for programs of plays presented by the School of Drama, Carnegie Institute, are wholly pleasing and appropriate, being exceptionally well treated from a typographic standpoint. Typography is in several instances representative of the period in which the plays were set, and the printing, on hand made stock, contributes materially to the appropriate treatment. One of the pages is reproduced.

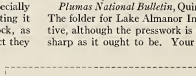
B. D. Moore, Chico, California.—Your cover design, "Get the Yum Yum Habit," is remarkably pleasing in typography and in color effect. The blind embossed inner panel adds materially to the genuine effectiveness of the complete design. Seldom, indeed, are such results as you have attained in this title secured without the aid of the artist — they are generally considered beyond the limit of type and accessories. That is where inborn cleverness and superior craftsmanship come in. Our compliments.



Program title by L. Hawksworth, Pittsburgh, Pennsylvania, in a style characteristic of period in which play is set. Original printed on laid paper, presenting a handsome appearance. Read review on this page.



In the original the inside panel was printed in yellow, surrounded by a blind embossed outline, the outside rule border and leaf ornament in deep orange and the type in black. By B. D. Moore, Chico, California.



Unconventional professional card by George M. Graham, Chicago, Illinois. Ornament in light olive, type in black.

ALEXANDER BROTHERS' 1919 YEAR BOOK A DE LUXE VOLUME.

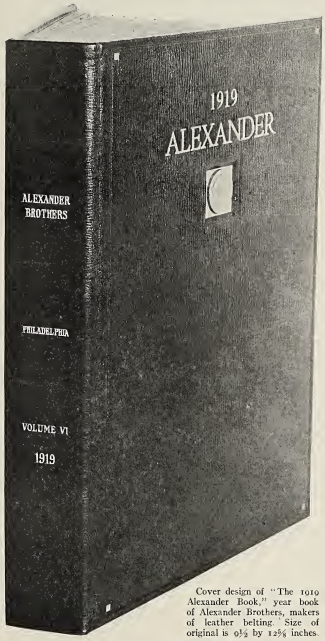
BY WALTER WALLICK.

WHEN a large corporation furnishes its offices with mahogany fixtures or marble staircases, when cheaper material might answer the purpose, there must be something more than mere sentiment back of the action. Speaking in dollars and cents, such a firm isn't interested in whether a thing is pretty — the decisions of the heads of these concerns are guided by cold business judgment. So, in the case of Alexander Brothers, it was no idle whim that prompted them to issue the de luxe volume, "The 1919 Alexander Book," a copy of which the publishers generously lent THE INLAND PRINTER for examination. The very elaborateness of the book brings up the question, "Does it pay?" In this connection we are reminded of the answer given by the advertising manager of a large department store who was asked whether he believed that the publication of an elaborate book involving thousands of dollars would pay the store. He replied that frankly he didn't know, but he did know that better business men than he had approved the bill for the Oriental rug on which he was standing, along with other furnishings, so he felt perfectly justified in placing his O. K. on the book in question.

It is but fitting that Alexander Brothers should issue a volume in keeping with the size and character of the corporation. The nature of the book impresses one with the bigness of the concern responsible for its publication, yet withal the quality of friendship has not been neglected. There is an intimate note about the entire volume that makes one want to get better acquainted with the Alexander organization.

The book is bound in blue leather, stamped in gold leaf on the front and backbone. The Alexander medallion, which is featured throughout the volume and in all Alexander advertising, is in the form of a gold coin inlaid on the cover. The size of the cover is 9½ by 12⅝ inches, the book being almost 2½ inches thick. It is wrapped in an appropriate cover for protection, and enclosed in a specially made case covered with blue cloth. Much of the beauty of the appearance of the cover is lost in our one color reproduction in reduced size, which is shown on this page.

The end leaves are of imported marble paper, the colors of which blend with the general treatment of the book. Heavy cover material has been used for the fly leaves, each leaf representing two pieces of cover paper pasted together.



Cover design of "The 1919 Alexander Book," year book of Alexander Brothers, makers of leather belting. Size of original is 9½ by 12⅝ inches.

Five books had been issued by the Alexander organization previous to the publication of the present volume. They were issued as a forecast of the coming year's campaign of advertising. The 1919 year book, however, is a record of the advertising printed for the year. The various pieces, as explained in the introductory page, which is reproduced, were designed and executed to meet certain conditions existing at the time. This reproduction, by the way, shows the style for the division pages for the three sections of the book which are reviewed in this article. The overall Alexander medallion plate is used as a background in each case and is printed in a tint that gives a pleasing harmony with the rest of the book.

Twelve monthly circulars form the basis of the 1919 advertising. The Alexander organization coöperated with its dealers in sending to prospects "consumer" advertising bearing the dealers' names. These mailings contained a personal message from the dealer, supplemented with news about Alexander leather belting. In all of their advertising, the personal element has been emphasized, but this year the Alexander people were determined to strike the personal note more carefully and intimately than ever before. A typewritten letter on the dealer's stationery accompanied several of the mailing pieces. The letters bore no reference to the Alexander line in particular — they were from the dealer pure and simple. Other mailing pieces were in the form of folders, with the dealer message on the first page. As in the case of the letters the first page was a "chummy" selling talk from the dealer, without reference to any particular line of merchandise. A variety of effects were used in making these circulars from month to month. Dull coated and antique finished stock, in both white and cream, were used with telling effect.

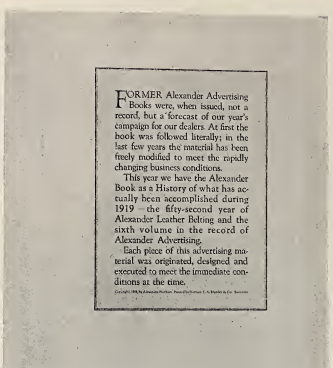
Further evidence of the coöperation of Alexander Brothers with their dealers is shown in the series of monthly calendars. Each calendar is in the form of a four page folder, size 3¼ by 4¾. On the first page appears the illustration, usually printed in four colors. The Alexander medallion is featured and given a prominent place on the second page with the calendar for the month. The third page of the calendar is offered to the dealers for the advertising of their various lines. A calendar for the entire year appears on the fourth page. We are told that during 1919 these calendars were printed in Dutch, French, Swedish, Danish, Norwegian, Spanish, Portuguese, Chinese, Italian, in addition to the thousands printed for distribution among the English speaking trade.

The third section of the book constitutes an exhibit of various odds and ends of advertising matter issued from time to time for dealers and dealers' salesmen, and for distribution

locally from the Philadelphia office. These circulars and folders are printed on hand made paper, fine antiques, and coated paper stocks.

The drawings for the various illustrations used in all of the Alexander advertising were made by prominent artists and reproduced in two, three and four color effects. Color was used lavishly throughout the campaign, but never recklessly. It could not be said that there was at any time a riot of colors — they were always used in good taste. The majority of the exhibits shown in this book were printed from time to time by Norman T. A. Munder & Co., Baltimore and Philadelphia. The binding of the volume was executed under the supervision of the Munder organization by the Eugene C. Lewis Company, New York city.

As an example of fine printing this volume is without a peer, and as a comprehensive showing of direct mail advertising it scores high. The copy is of the highest type — the quality of


FORMER Alexander Advertising Books were, when issued, not a record, but a forecast of our year's campaign for our dealers. At first the book was followed literally; in the last few years the material has been freely modified to meet the rapidly changing business conditions.

This year we have the Alexander Book as a History of what has actually been accomplished during 1919 — the fifty-second year of Alexander Leather Belting and the sixth volume in the record of Alexander Advertising.

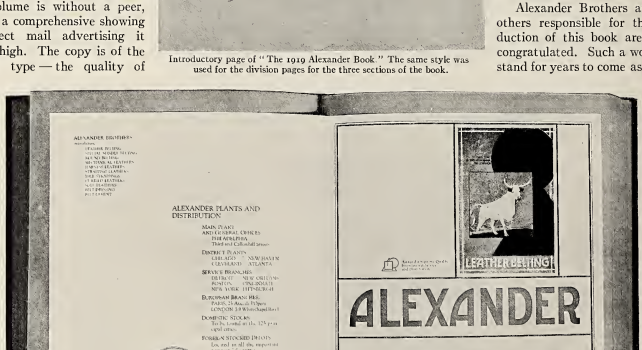
Each piece of this advertising material was originated, designed and executed to meet the immediate conditions at the time.

Introductory page of "The 1919 Alexander Book." The same style was used for the division pages for the three sections of the book.

is the title of another folder of the educational type. This gives a frank discussion as to the possibilities and limitations of the different kinds of belts, with suggestions for their proper care and treatment. A set of rules, "How to Use Leather Belts," was prepared in different forms for various uses, which were distributed where they would be of the most use.

This type of advertising, by reason of its educational nature, has half won its battle once the prospect is acquainted with it. Such publicity material, which is not an out and out bid for business, is welcomed by the customers of the dealer whose name appears on the advertising matter. It is given a favorable reception and serves as an introduction for the convincing sales talks which are notable features of Alexander advertising.

Alexander Brothers and the others responsible for the production of this book are to be congratulated. Such a work will stand for years to come as a not-



Two page spread from the Alexander Brothers' 1919 Year Book, showing "consumer" advertising sent to prospects. The folders carried the name and address of the local dealer on the first page, together with the dealer's personal message. Notice the medallion, which is featured in all Alexander advertising.

the Alexander product being emphasized in every instance. Some of the folders contained "educational" copy. Prominent among these may be named "The 'Five Piece' Stretch," in which an illustration is given of the exclusive method of stretching the hides for belting material as practiced by Alexander Brothers. "How to Care for a Fine Leather Belt"

able volume on advertising, and as an example of fine printing and bookbinding. Every printer and advertising man should make an effort to examine this book. While THE INLAND PRINTER has not been informed as to where the book may be seen, information can be had by writing to Alexander Brothers, Third and Callowhill streets, Philadelphia, Pennsylvania.

NEWSPAPER WORK

BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter and stamped self addressed envelope enclosed when reply is desired by mail.

Organizing to Meet Print Paper Situation.

It is possible that the print paper supply will be solved to some extent for the country weeklies and small dailies through coöperative buying direct from the mills next year. Well organized movements in this direction have already begun. The Publishers' Buying Association is now organized to the extent of calling for final payments on the $100 shares of stock allotted to each individual publisher in the association. W. J. Pape, of Waterbury, Connecticut, is president of this organization, and Jason Rogers, of the *New York World*, is a leading figure in the movement to promote some plan of coöperative buying and manufacture of print paper which will take care of the smaller publishers of the country and get them off the spot market entirely. The organization will be ready to make contracts for such print paper as is required by its members, and it may possibly promote the purchase or building of a paper mill later on. According to Mr. Rogers, the latter plan is entirely feasible, regardless of the claims made that wood pulp is so scarce and hard to get that it is crippling the regular paper mills.

In Iowa a state organization, to be known as the Iowa Press Coöperative Association, is being organized within the Iowa Press Association, with the purpose of affiliating with the larger organization in the East or buying directly from the mills for the Iowa papers interested. E. J. Feuling, president of the Iowa Press Association, is president of the new organization. G. L. Caswell, of Ames, is secretary-treasurer, and will undertake to secure and distribute the supply of print paper his publishers need for next year.

Several other state associations are "hooking up" with the national organization, of which Mr. Pape is the head, and are subscribing for stock, each State being allowed one director to take care of that State's interests.

In all this there is a definite and determined movement to get off the ruinous spot paper market, of which Philip T. Dodge complained to the editors at their recent Boston meeting. It may be said further that this movement will not be stopped by anything short of the inability of the publishers themselves to see and realize that they must become independent and free from the net into which they have been plunged as the result of war conditions. The matter will be taken to Congress at its next session, unless relief is assured, and thus the organizations formed will be more effective and ready for any emergency. The publishers do not, we believe, wish to cause Congressional interference any more than the mill operators wish to have interference with their business, but when it comes to a matter of life and existence of the large number of small publishers of this country, it is safe to say that Congress may be depended upon to afford relief when the publishers themselves have agreed upon the most effective means. The Underwood bill to promote an investigation of Canadian wood pulp conditions will be more of a delay than the publishers can stand just now. Perhaps the enactment of a bill like the law proposed by Representative McKinley of Illinois would get to the heart of the matter more quickly. That bill provides for governmental action in the purchase and distribution of print paper, with an eight million dollar revolving fund with which to purchase large supplies of paper, establish distributing points and offices to take care of the business, and enforce such conditions as will enable the smaller publishers to get print paper when they need it.

State and national organizations may do the same thing without governmental action if the mills will meet the publishers half way. All this talk that nothing can be done for the smaller publishers is bosh. They can do it for themselves. If they are business men big enough to undertake it in earnest they will make a short cut through the profiteers and eliminate a lot of downright lying and sculduggery among the handlers of print paper. We can see signs now that should be a warning to certain interference to get out of the way.

Treat Politicians as Business Men.

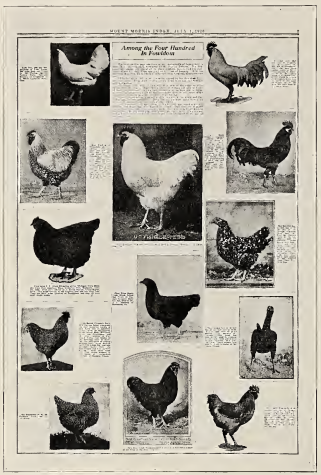
We are right now going to favor and push a campaign to stop the practice among newspapers of "sticking" political candidates for high rates for advertising and announcements. We old timers all remember when it was quite the thing for the editor to write to every candidate (of his own party) and solicit his announcement to be run among the political announcements at $5 per. The rate of $5 was arbitrary and was charged to all, regardless of the number of insertions the announcement should run, or the number of lines it made in the paper. In later years we have met some editors who pushed this rate up to $10 — and the candidates paid it because they could not afford to ignore the paper or appear to be staying out on account of a few dollars' expense.

But there has always been a comeback on this thing. The writer discovered it in recent years when he became a politician himself, and thus trained with and caught the viewpoint of politicians. They talked with us directly and freely because we represented many newspapers, and sometimes they indicated their peeve at some newspaper treatment when they got a chance to vote directly on some bill in legislation that affected newspapers.

Now, most of this back action that hits the newspapers comes by reason of misunderstanding on the part of the candidate and politician. He can't see why one paper charges him 5 cents or 10 cents a line for a business local and sticks him $5 for four lines of a political announcement in a few issues, while another paper hands him a bill for $10 for the same service.

Now, brother publishers, let us get away from this old system of political highbinding, and make our political advertising sell on a business basis the same as other transient advertising. Send an advertising rate card first, then a letter of explanation and one of the cards to any candidate inquiring

for rates. Or, a solicitation of political advertising for any candidate can as well be made with a rate card enclosed as any other way. The rate card is evidence that all are being charged alike, and that the newspaper's rates are set and fast and also are made public. No candidate would have a right to kick



In a vicinity where the readers of a paper go in for raising thoroughbred poultry, a page of illustrations showing prize winning stock will be greatly appreciated. This page is from the excellent Mount Morris (Illinois) *Index*.

on the regular transient rate charged business men for local advertising nor on the space rate charged for display. The comeback would be all on the candidate who would kick on such a business arrangement. But we believe we know, and that we are correct, when we say that publishers are losing friends, prestige and business by continuing the old system used in making charges for announcements.

In no case should editorial endorsement or expression be sold as a part of the advertising deal. The editor may favor or disapprove of any candidacy, within or without his own party, and he should have that right regardless of the advertising done with his paper. This fact should be made plain, and set out diplomatically. But let us take the politician seriously and handle him as a business proposition. It will pay directly, while indirectly it will save the newspapers and their organizations some trouble.

Observations.

The average twelve page weekly paper costs the publishers $2.08 per year, and yet some of them try to kid themselves into believing they can publish their papers at $1.50 a year and beat their competition that way.

Circulation is not the biggest item in considering the value of many advertising mediums. That fact is admitted by everybody except the fellow who wants to buy space as he buys garden hose, at so much an inch. Yet, as circulation is the nearest thing to a measuring stick we have for selling our white space, we must rely on it to a large extent. The trouble is to meet the competition of the dishonest measuring stick — the circulation liar. Some cheaper and yet satisfactory plan of circulation certification must be worked out. Are there any publishers with some good suggestions along this line? We should like to hear from them.

Watch the department of your business that may possibly be causing you to lose money. Sometimes we find newspapers that are apparently doing a splendid business and at fair advertising rates, but yet do not get the financial results the publishers have a right to expect. One place for a leak is in the subscription end, from either too low a subscription price or neglect in collecting for the subscriptions furnished. But more frequently there is a big leak in the job printing end of the business that is hard to detect. A publisher-printer may feel he is getting all he can for certain grades of printing, and yet he may not be making a profit on the men and material used in producing the work. Find out. Figure. Keep time on most of your work, or all of it. See which man you have is loafing on the job or is unable to produce the work in reasonable time. But first, make prices that will pay.

In the matter of making a winning and paying newspaper business, too many publishers overrate the importance of circulation in their local fields. We wish it were not so, but it is. For instance, years ago we saw a fellow try to start up a competing newspaper in a town in which there were already three papers. He issued his paper, "circulated" a thousand to fifteen hundred copies a week as sample copies, and took $1 a year for subscription from all whom he could induce to part with the money. The other papers were $1.50 and $2 a year. Did the new man succeed by making this low price? He did not. He did not get even to first base, and in six months his outfit was folded up and slid out of town in the night, while his "circulation" vanished with the plant. At the same time another paper was claiming loudly and in seventy-two point type that its "circulation" was a thousand more than that of its nearest competitor in this local field. But it did not sell its advertising space at a single penny more per inch than the other papers. The fact was that it had acquired this surplus and much boasted "circulation" by copying the names from a telephone directory on to some extra mailing galleys, and the other papers knew it. These other papers made the charge and iterated it each issue until the public lost much of its good opinion of the paper that would thus cheapen its own business. Occasionally, because of this fictitious "circulation," more advertising was obtained than the other papers got, but as a rule the additional space sold did not amount to enough to pay for one-tenth of the extra cost entailed by the paper making the fraudulent claims. It lost money; it fell flat on its big "circulation" claims; it failed to gain or keep what it claimed, and the publisher went out "busted" in due time. No, circulation is not the first essential in a good newspaper business. Business men who are real advertisers come very near correctly diagnosing the situation locally, and few of them bite on claims — they all bite on results. Questions among the patrons of their stores, and checking up a little, furnish the conclusive evidence they want from a business standpoint. They know that a paper that speaks plainly and rings true, that has "pep" and gives the news so that people jump for it, brings results from advertising, while the paper with just "circulation" and nothing else fails to be anything more than advertising on a blotter. Oh, yes, the good paper will eventually also have the circulation — all that its field will legitimately furnish — but it will not have to stultify itself nor cheapen its own product to get it.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

VERNE W. HALL, Eldora, Iowa.— The *Herald* is a handsome paper, press-work, makeup and advertising composition being so capably handled as to admit of no adverse criticism whatever.

The Shakopee Tribune, Shakopee, Minnesota.— Presswork is excellent, in fact the paper as a whole is of a high standard. The advertisements lose somewhat in effectiveness, we think, because of the too frequent use of rules inside the borders. These are used in underscoring and in making panels that serve no useful purpose, but which, by causing the reader to marvel at the ingenuity of the designer, must necessarily detract from the type, the important thing. The simplest arrangements are invariably the best.

The Sisseton Courier, Sisseton, South Dakota.— The July 1 issue of your paper is a good one, excellent presswork being the feature. There is a large amount of personal news matter, the strongest feature any small town paper can have and the most dependable one to make it strong with its readers. Advertisements, as a rule, are well displayed and arranged. In some cases the borders are heavier and bolder than desirable, or necessary, and the paneling of display lines, necessitating the use of smaller type than would otherwise be possible, weakens rather than strengthens the force of the display.

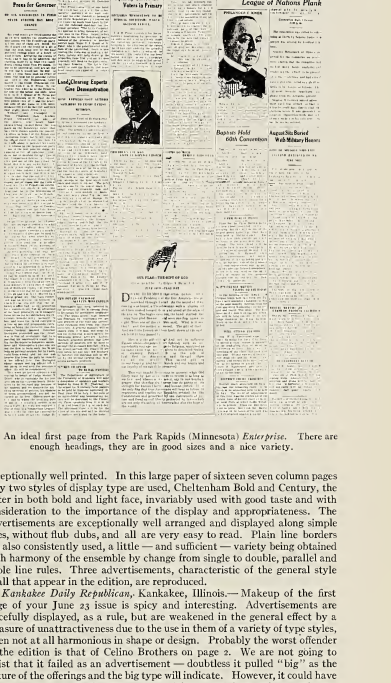
W. R. DAVIES, Renfrew, Ontario.— The *Mercury* is an excellent paper, of which you as publisher and editor are justified in feeling proud. Press-work is particularly good, as is also makeup, while the large amount of good news matter should make the paper popular with its readers. The advertisements are weak and would be made better by the use of larger display for the important points in each, and if the type used were of a more attractive design. If you could standardize on one good display letter and use it effectively as outlined above, the advertising in the *Mercury* would soon measure up to the standard of the paper otherwise.



Inside page of *Eastern Shore News*, Cape Charles, Virginia, illustrating pyramid makeup and the neat, effective and readable type of display advertising which this excellent paper carries.

Mount Morris Index, Mount Morris, Illinois.— Yours is a fine paper in all respects. The first page would be improved by the use of a few more headings, if they were placed to give the page a sense of horizontal balance and therefore symmetry, which is always pleasing to the eye. The display advertisements, while in no sense extraordinary, are in good taste and are sensibly displayed. A notable feature of the issue sent us is the page devoted to poultry on which are printed a number of halftone illustrations of blooded stock, prize winners at different fairs and shows, raised for the most part, it appears, by fanciers of the vicinity. In a locality where the raising of thoroughbred poultry is carried on to a large extent such a page would prove popular. To give our readers who are on the lookout for features an idea of how this one was handled we are reproducing it on page 758.

ONE OF THE FINEST NEWSPAPERS, all things considered, received recently is the *Eastern Shore News*, Cape Charles, Virginia. Presswork is particularly good, numerous halftones of none too coarse a screen for print stock being



An ideal first page from the Park Rapids (Minnesota) *Enterprise*. There are enough headings, they are in good sizes and a nice variety.

exceptionally well printed. In this large paper of sixteen seven column pages only two styles of display type are used, Cheltenham Bold and Century, the latter in both bold and light face, invariably used with good taste and with consideration to the importance of the display and appropriateness. The advertisements are exceptionally well arranged and displayed along simple lines, without flub dubs, and all are very easy to read. Plain line borders are also consistently used, a little — and sufficient — variety being obtained with harmony of the ensemble by change from single to double, parallel and triple line rules. Three advertisements, characteristic of the general style of all that appear in the edition, are reproduced.

Kankakee Daily Republican, Kankakee, Illinois.— Makeup of the first page of your June 23 issue is spicy and interesting. Advertisements are forcefully displayed, as a rule, but are weakened in the general effect by a measure of unattractiveness due to the use in them of a variety of type styles, often not at all harmonious in shape or design. Probably the worst offender in the edition is that of Celino Brothers on page 2. We are not going to insist that it failed as an advertisement — doubtless it pulled "big" as the nature of the offerings and the big type will indicate. However, it could have been given an equally bold treatment without resorting to the use of more than one bold display letter, Cheltenham Bold, and then the appearance of the advertisement and the paper would have been better. We are sure that the average taste of the readers of the *Republican* is high enough so that where the maximum of inviting appearance can be obtained without weakening the effect of display such appearance ought to be insisted upon in the interest of the general good of the paper. A neat looking and clean news-paper page that is inviting to read is invariably appreciated, and, as a rule, the finest looking papers are the most widely read in any center.

KEITH ROGERS, Park Rapids, Minnesota.—We are glad you sent us several copies of the *Enterprise*, for it shows that an interesting, clean and well balanced first page is the rule and not an exception. This is indeed the strong feature of your generally fine paper. If the writer were running a newspaper in a town the size of Park Rapids he would aim to have a first page similar to yours, for it embodies his ideas of makeup quite accurately.

Headings are sufficiently large without being too large, they are in good number, and, as a rule, they are well arranged on the pages. We commend also the good makeup of the inside pages, on which the advertisements are generally placed according to the pyramid. In display and arrangement the advertisements are wholly satisfactory, but some of them are measurably weakened in effect and made unattractive by the use of a "spotty" type of border, made up of repeating units so large as individually to attract the eye and thereby detract from the type matter.

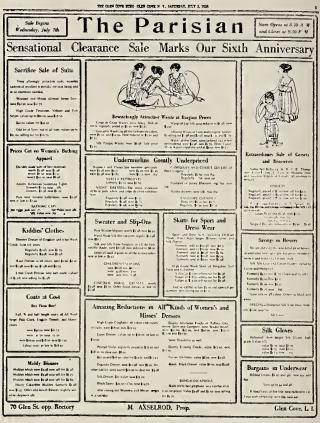
The Steamboat Pilot, Steamboat Springs, Colorado.— For years past readers of this department have read about this paper, invariably reviewed in complimentary vein because it has been consistently maintained at a high standard. The special editions, issued from time to time, have been particularly noteworthy, both as to content and excellence of production. Now comes a copy of the regular edition for June 23, thoroughly consistent with the general excellence of issues reviewed in the past. Probably the outstanding features are the clean, clear and sharp presswork — perfect inking and impression — and the capable reportorial and editorial work. Makeup, also, is maintained at a high standard, as is demonstrated by the interesting first page herewith reproduced. While there is the maximum number of headings on the page, their variety and the symmetry of their arrangement overcome any bad effect that might result if the same large number of big headings were less carefully arranged, which shows what an advantage the symmetrical balance of headings is. Makeup of inside pages is no less interesting and pleasing, the pyramid being quite generally followed. Advertisements are simply arranged and effectively displayed, the Cheltenham series being largely used.

Glen Cove Echo, Glen Cove, New York.— The conservative first page makeup is commendable; it suggests a solid, substantial, and reliable newspaper. The makeup gives it a distinction among papers that should cause



There is a maximum number of headings on this page — and they are larger than is usually considered advisable for a small-town paper — but the careful balancing saves the situation, although the pleasing variety has its good effect also. *The Steamboat Pilot*, Steamboat Springs, Colorado, has been maintained at a high standard for many years.

it to be quickly and readily recognized. There is a large amount of what appears to be interesting news matter, which further carries out the impression of a reliable and substantial newspaper property. The advertisements do not measure up to the standard of the paper otherwise, although some of them are excellent, as, for example, the page display for The Parisian in the issue for July 3. The refined and dignified type treatment of this advertisement suggests a high grade store and not a bargain store specializing in cheap merchandise. It is such an advertisement as one would expect from Marshall Field & Co. and fine stores everywhere. A large measure of the attractiveness of this advertisement depends on the consistency of the display in Bodoni Light. Other advertisements fail by violating the principle upon which the beauty and effectiveness of this particular advertisement depend, consistency in type treatment. Small two column, five and six inch advertisements, without borders, and in which three and four styles of type, often unattractive in design, out of date and inharmonious, are used are not at all good. Model them after the Parisian advertisement in respect to consis-



The consistency of the type treatment in this full page advertisement from the Glen Cove (New York) *Echo* suggests a high grade store dealing in the best of merchandise. The refined treatment is obtained in no sense at the expense of the effectiveness of the display. It depends for attracting attention on the beauty and refinement of the effect created.

tency in the use of one style of type, bring out only the few important points in each, but bring those points out emphatically, and the advertisements as a whole will measure up to a higher standard. Presswork is satisfactory.

It seems that we are receiving an unusually large number of excellent newspapers of late, and as we take up each new one we feel we have gone too strong, perhaps, in comparing the excellence of some particular paper previously reviewed. The well printed, capably edited, Antigo (Wisconsin) *Herald* fails to merit our highest praise only because the small three line news headings on the first page are set entirely in caps and are therefore not so clear and easy to read as small headings must be to function in giving the reader a quick insight into the contents of the articles. The variety of borders does not contribute to the excellence of the paper, the appearance of which would be greatly improved if the borders were uniform, of plain rules, say, four point. The placing of advertisements on the pages is not consistent with the best of modern practice, the pyramid. Grouping the advertisements in the lower right-hand corner of the pages, the largest one in the corner and the smaller displays around it, above and at the left, in accordance with the pyramid, gives to the paper an effect of order that is indeed pleasing. Besides, this grouping of the advertisements involves grouping the news matter in one mass toward the upper left-hand corner of the page, where it is convenient for the reader, as it is there that his eyes fall first when turning to each new page. The attitude advertisers sometimes take that their advertisements will not be read unless placed at the top of a page or surrounded by reading matter is a false one that is not borne out by practice. It is proved unsound by the psychology entering into the situation. It must be manifest to any one that the subscriber of a newspaper takes it for the news matter it contains and that he is more interested in the news than in the advertisements. That much granted, it is obvious that the average person is going to read the news first, even though advertisements stand in the way. If advertisements are in the way of the reader, being placed in a commanding position over the news, he is going to pass over those advertisements in order to get at the news. With advertisements subordinated to the news, being pyramided in the lower right-hand corner, the reader is permitted to digest the news of the page without interruption, when he is in a good frame of mind to take up the advertisements, when they will influence him more effectively.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Autochrome Reproduction.

W. A. Horton, Milwaukee, writes: "I am in the engraving business and am somewhat mystified as to the meaning of the word 'Autochrome.' The new scale makes a charge of fifty per cent additional for all plates made from autochrome copy, which leads me to believe that autochrome copy must be very difficult to reproduce."

Answer.— An autochrome is a photograph in colors made on glass which can be viewed only by looking through it, consequently an autochrome can be reproduced only by illuminating it from the back and photographing it as you would a lantern slide. It is the most difficult kind of three color reproduction work, which accounts for the increased charge. Further, autochromes sometimes lose their colors by exposure to strong electric light while getting the color record negatives from them, in which case the engraver is likely to be charged with the damage caused by fading.

A Multicolor Hand Proof Press.

L. W. Claybourne, Menasha, Wisconsin, was one of the most interesting speakers at the photoengravers' convention at Cleveland. He told how in practice he is printing from absolutely flat printing plates without any make ready, with perfect results. He also promised before long to have a multicolor hand proof press which will permit the engraver to proof his color plates in one operation, involving the same principles as are applied in actual multicolor printing. This will be a flat bed press, so constructed as to enable the operator to move his plates absolutely into register and pick up the impressions of the various color plates almost simultaneously. This will allow the engraver to judge the plates he is making for multicolor printing and permit him to correct them. This press will proof one, two, three and four colors simultaneously, and means are provided for masking out portions of dead metal by the aid of friskets, it being common practice to leave this dead metal in the original plates intended for electrotyping.

Time Required for Making Process Color Plates.

One of the questions discussed at the photoengravers' convention was the time which should be allowed for making color plates. This was for the purpose of setting a standard so that an extra charge could be made if they were wanted in a shorter time. A. E. Brock placed the time for a set of small color plates at two weeks, and for each additional set one week extra. For color plates larger than 10 by 12, three weeks for one set, and one week extra for each additional set. Charles A. Grotz thought a week should be the average time required for a set of color plates. Joseph Strauss said: "At one time it was a sort of unwritten law that two weeks was the time necessary for a set of color plates." Mr. Regensteiner believed that ten days should be the minimum time for getting out one set of color plates, and two additional days for each extra set. Mr. Stockinger thought ten days was the proper time. Finally the convention voted for a special color plate committee to take up the subject and report to the executive committee. The committee is: Joseph Strauss, chairman; Charles A. Grotz, A. E. Brock, L. G. Medbury and George Underdown.

Engraving Costs in United States and in England.

"Secretary," Engraving Company, New York, states: "We have a customer who has a lot of book illustrations to make and threatens to have the engraving done in England if we do not cut our prices. Could you tell us the prices for halftones, 133 screen, in England, so that we may compare them?"

Answer.— Here are the prices in England, "below which work will not be accepted": Halftones on copper, any screen up to 150, squared up, 11½d. per square inch; minimum, 14 square inches, 13s. 5d. This means that their price in our money is 23 cents a square inch, with a minimum charge of $3.22. Then there is a U. S. customs duty of fifteen per cent on photoengravings. Add to this the high cost of transportation, packing, insurance, etc., and it is not likely that your customer will wait a month or two for his engraving, besides there is the danger of receiving unsatisfactory work. New York publishers at one time had their engravings and electrotypes made abroad, and then they swindled Uncle Sam by invoicing their electrotype shells as old copper, until this department of The Inland Printer exposed the fraud and likewise appealed for a duty on photoengravings, and succeeded in getting it.

Economies for Processworkers.

V. J. Everton, Detroit, advises among other time and money savers, that: Door knobs and latches could be done away with on darkroom doors so that they could be opened with the foot. Electric light switches should be conveniently located so that the lights may be used only while the plate is exposing. Weak electric lights use up as much current as strong lights. Silver bath holders should be at least of five gallon capacity, as this lengthens their working periods and eliminates so much changing. Milk bottles for holding chemicals are most wasteful; not having a spout they waste as much liquid into the sink as is used. Duplicators allow more than one exposure on a plate, thus saving time and money. Inverted and extended cones should be made so as to fit on all cameras, and all lenses to fit on the cones. Tacking up copies is an antiquated method. By the use of copy board with spring fasteners, copies are put up quickly, are not injured by tack holes, glass can be used when necessary and books as well as other bulky articles can also be held easily. There is no reason why camera stands should have four points of suspension, when to eliminate vibration entirely we all know we should use a one point suspension stand.

SAFETY PAPER.

Pertinent Facts of an American Invention and the Growth of an Industry.

BY H. P. DAUGHERTY.



HE average buyer of printing knows little about paper. He depends upon his printer to know what kind of paper to use for a particular job, and usually this confidence is not misplaced. There are, however, many forms which come to the printer in the daily grist that require care in paper specification. Among such forms are checks, drafts and other negotiable valuable and semivaluable documents. The conscientious printer not only seeks the satisfaction of his customer so far as appearance is concerned, but he is constantly on the alert to bring his specialized knowledge to his client's service. There is a very considerable opportunity for service of a highly important kind in the knowledge of what safety paper is and of what it does.

Safety paper, as every printer knows, is a specialized product, but it is not so specialized as many are in the habit of thinking. It is an American invention, not new, having been on the market about fifty years. Originally it was used entirely for drafts. Improvements in its manufacture led to its gradual adoption for other forms of checks, until today hundreds of banks permit no checks to be issued unless they be made on safety paper.

As a specification for checks, its position in the trade is fairly well established, for there are few, indeed, who would seriously question its superiority over an ordinary white paper for use upon checks or drafts. It is certainly true that the question of its price was formerly used against it, but the number of brands of safety paper has been so increased that it can be said nowadays there is a grade to suit almost any pocketbook. Then, too, the wider use of this paper leading, of course, to greatly increased production, has naturally caused the price factor to become less important.

Some confusion still exists in the minds of a few printers between the product that is really a safety paper and lithographic tinted papers known to the trade as "pantagraphs," and before proceeding to an explanation of the more general uses of safety paper, it may be worth while to clear up this question. The pantagraph tint essays to do the same work as safety paper, but doesn't do it as well, because the skilful check manipulator can usually alter a pantagraph successfully, whether or not its tint is really sensitive.

The usual appearance of a pantagraph is a series of circles or small designs, perhaps a quarter of an inch in diameter, interwoven upon the surface of the check as a tinted background. Close examination will reveal small areas of white appearing through the interstices of this surface pattern. The skilful forger, therefore, avoids "washing" with chemicals the part of the check he wishes to change, and instead merely tips the writing with acid applied on the point of a clean pen. In this manner he may erase an entire word without the alteration becoming detectable. The pattern itself is so intricate that a slight fault in it, made by delicate erasure, is not noticeable. Should this process of alteration be applied to a check on genuine safety paper, the erasing chemicals would combine with the chemical properties of the paper, and a discolored area would result much larger than the manipulator intended, enabling the alteration to be easily detected.

There are four vulnerable parts of every check — the amount, the payee's name, the date and the endorsements. The alteration of any one of these may cause the maker of the check a loss or a dispute.

By the use of safety paper a check may be protected in every part against alterations by knife, acids, alkalis, or other bleaching agents. The effect of an erasure produced by any of these means is virtually the same. A mechanical erasure — that is, one made with a hard rubber eraser — will destroy the delicate pattern of the paper (for every safety paper has some device or pattern woven through it) and will produce a glaring spot, making the fraud instantly detectable; a chemical erasure will produce a stain in the paper, a contrasting discoloration, which can not be removed and which serves as a warning that the check has been tampered with.

It has been asserted that the spot or stain in safety paper can be retouched and the paper restored to its original appearance. Without going out of bounds to contradict this, the suggestion is made that those who assert the fact should be required to prove it by actual demonstration. Whether or not it can be done, the point is that it is not done. The check on safety paper is avoided by the check manipulator.

To return, however, to the utility of the product, which by the way, is in itself probably the most effective defense of safety paper, let us attempt to point out the wide variety of forms to which it is adaptable.

Some years ago when the United States Postoffice Department began the issuance of postal money orders, the department was annoyed by frequent alterations of these forms, and the Government was defrauded to such an extent that a committee was appointed to recommend a new form designed to prevent fraud. The recommendations held that safety paper should be used. It is a matter of official record that upon the adoption of safety paper the frauds stopped.

A similar instance concerns the adoption of safety paper for interline tickets by the American Association of Railway Passenger Traffic Officers. Every one is familiar with these tickets, issued jointly by railroads for destinations beyond their private lines. Some years ago it was a lucrative practice to forge or alter such tickets, but the adoption of a special safety paper was equally successful in eliminating these changes. Practically every American and Canadian railroad today uses safety paper for interline tickets.

The use of safety paper for coupons was another development in the industry. The United Cigar Stores use it exclusively for their profit sharing coupons, and among other such users may be named Sperry & Hutchinson for trading stamps, mutual profit sharing coupons, and many smaller private coupon and trading stamp users.

These specialized uses, however, are largely the result of the necessity of protecting such issues against counterfeiting. The manufacturers of safety paper are able to place a special design or emblem in the paper, which, with the chemical properties of the paper, make detection of counterfeit issues practically certain, if, indeed, counterfeiting should be attempted.

Safety paper is well adapted for use upon warehouse receipts, or other receipts of value; for contracts, where the danger of alteration is ever present; for deeds, wills, and other conveyances; for tickets of all kinds; stamps, coupons, gift certificates, guaranties of merchandise; for druggist's and other prescriptions; for notes, trade or bank acceptances, which require every precaution against fraudulent alteration; in fact, for any document which should be protected against erasure or counterfeiting.

In such instances as are here noted, it will be seen that a little thought on the part of the printer in the selection of paper may easily result in great benefit to his customer. One of the commonest criminal practices today is the alteration of checks. This is the special province of safety paper. But the dangers of fraudulent alteration are not confined to checks; they are present in practically every negotiable instrument, and in many other valuable and semivaluable documents.

In the prevention of these frauds the printer occupies a unique position, for with him usually rests the decision as to whether a safe or unsafe paper is specified.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

To Remove Printing Ink From Paper.

A Tennessee correspondent writes: "I want to know what kind of acid will take linotype and lithographic ink out of papers and leave no trace to be seen under a high power glass. I also want to know of any way to transfer linotype and litho prints to zinc and print them."

Answer.— We are unable to offer any formulas to our correspondent. Can any one supply the information?

Humid Weather Affects Rollers.

A Delaware printer writes: "I should be pleased to have your advice on the trouble I am having with my platen press. During the present warm weather I have had much trouble with the rollers and ink. When first inking up, the rollers will not take the ink. After about thirty impressions they take the ink, but the rollers or the ink seem to crumble, and the printed sheet is not plain. Does the ink need some sort of reducer, or is the trouble with the rollers? The rollers are made of summer composition and were seasoned about two weeks before using."

Answer.— The trouble is apparently due to excess moisture in the atmosphere. Seasoned summer rollers should not behave in this manner, except perhaps in extremely humid weather. We have seen rollers similarly affected which were made usable by washing them in turpentine and then rolling them on a dusty floor. After this was repeated a few times and the dust removed, the rollers would take ink readily. The dust simply absorbed the surface moisture from the composition. Some pressmen utilize French chalk and powdered magnesia for the same purpose, with good results. There is no hard and fast rule to apply when the rollers behave badly, except perhaps changing them and putting in another set less susceptible to moisture.

Slurs Caused by Rules in Printing Light Blank Forms.

A Wisconsin printer submits a rule blank showing slurs caused by the rule marking the paper before full pressure was given. The letter reads, in part, as follows: "Enclosed we are sending a rule form printed on our platen press, showing how the upper rules blur or drag. Does not do this on every form. Heavy type forms always come out good, but on light rule forms we are apt to have this trouble. Can you tell us the cause? The platen seems to be solid and immovable, and we recently put in a new cam and stud to do away with even the slight play which was in evidence. But this has not helped eliminate the blur."

Answer.— The slurring is not due to any lack of rigidity in platen or bed of press. It may be prevented by providing the press with the special grippers having extension fingers which will extend into white spaces and hold the sheet and tympan firmly to the platen. This is the logical method of preventing slurring on light forms. The usual plan adopted by pressmen where the extension gripper is not available is to attach pieces of heavy cardboard to the grippers. These pieces of cardboard extend into the white spaces in forms, and having pieces of cork attached to the ends they hold both sheet and tympan firmly to the platen. Sometimes twine is stretched between the grippers, and the cork is attached thereto, forming a different means of preventing slurring.

Country Printer Aims to Improve His Work.

An Ohio printer sends several specimens of work and asks how he may brighten up colors that appear muddy. He also sends a specimen he wishes to duplicate, and asks a few questions.

Answer.— We are pleased that you show such a strong desire to improve your printing. To do two color printing all you need is the colors and the separate type forms. When printing in colored ink be sure to wash the rollers and plate clean. After washing the black ink off with gasoline give them a second washing, using different rags; this will insure a clean, bright color. Wash up type, rollers and plate after you finish; do not allow the ink to dry on the rollers as it is very difficult to remove dry job ink. The most economical way to buy colored ink is in one-half or one-quarter pound tubes. The inks may be purchased from any reliable ink dealer. You can not do lithography with your equipment. You can do embossing on your press; it does not require an expensive equipment. With the aid of books on the subject and the embossing die, which you can secure from your engraver, you could emboss without much trouble.

A Deep Question.

A New York pressman writes and submits a diagram, enlarged, of halftone dots on black ground. The letter reads: "I wish you would oblige me and answer the following question: An impression, taken on a press, of a medium screen in a halftone when viewed through a microscope appears in black circles with white centers on a gray ground. I want to know why the darker portion or pigment in the ink collects around the indentions and forms circles."

Answer.— Our opinion is that the ink is squeezed to the white dot, which is the only open space adjacent. If the white dots were square, the black part surrounding the dot would conform to the outline of the dot and would then be a black square surrounding a white one, while the area immediately surrounding this dot would be a trifle lighter or a dark gray. We believe that if the film of ink deposited on the halftone plate were more stable and did not squash out, the print would not be quite so dark a gray. An impression on enamel stock will usually exhibit this condition as described, while a similar impression pulled on dull coated paper will not appear exactly the same as the impression on the enamel. The cause, in our opinion, is the smooth and comparatively non-resisting, highly finished surface of the enamel, while the surface of the dull coated stock has a "tooth," as it were, which resists the squashing effect to some extent. This we believe is a question of physics, and we ask further opinions from our readers.

INTERNATIONAL TYPOGRAPHICAL UNION CONVENTION AT ALBANY, NEW YORK.

BY OUR REPRESENTATIVE.

MARSDEN G. SCOTT and the administration forces of the International Typographical Union were in complete control of the sixty-fifth convention held at Albany, New York, during the week of August 9. The first flurry came when President Scott began to announce his committee appointments. Objection was made by the progressive element of the delegates to the appointments by the chair, but the action of the president was sustained by a vote of 180 to 104, and the committee appointments proceeded as usual.

The delegates were welcomed on behalf of the State by Edward F. Boyle, chairman of the State Industrial Commission, in the absence of Governor Smith, who could not be present. Mayor James R. Watt gave the welcome for the city of Albany, and Roy S. Smith for the Chamber of Commerce.

Over three hundred delegates from all parts of the United States and Canada answered the roll call at the opening session.

The report of the delegates to the American Federation of Labor reviewed the activities of the organization during the past year, with special reference to the relation of the International Typographical Union to the parent body.

Major George L. Berry, president of the International Printing Pressmen and Assistants' Union, addressed the convention on the third day, Wednesday. Representing the administration element in his own organization, he paid a high tribute to President Scott, and other officials of the International Typographical Union. He was followed by James J. Freel, president of the International Stereotypers and Electrotypers Union, and Thomas B. Mullen, representing the International Brotherhood of Bookbinders.

Praise for the administration of Marsden G. Scott as international president of the typographical body, especially of that period in which the forty-four hour agreement was reached, marked the address of James M. Lynch, former international president. He declared this victory, brought about by Mr. Scott, exclusive of all others, was sufficient to place him on a plane with the great organization leaders of the world.

A proposition to limit elective officers to not more than two terms was reported unfavorably by the committee on laws, and the report of the committee was adopted. A proposition for the expulsion of members who apply for work to some one other than the foreman was likewise defeated by the delegates, following an unfavorable report by the committee on laws.

Dallas local presented a proposition asking that the contracts of employers who join open shop or similar associations be declared void. The proposition was first defeated by the committee on laws, and the committee's action was sustained.

A new section was added to the general laws providing that no member shall represent proprietors in scale negotiations, except with the consent of the local union.

Considerable discussion was had over the proposition of local wage scales. Dallas local asked that local unions sign contracts for not more than two years. The committee on laws presented a substitute recommending that wage scales be signed to cover a period of not more than one year, which was adopted.

Propositions introduced providing a less stringent law on referendums and on the right of subordinate unions to refuse to complete work upon which other union printers had struck, caused the most lively debates of the session. Both questions were reported unfavorably by the laws committee, which was upheld by the delegates. Both the insurgents and regulars warmed up on the debates and only an early afternoon adjournment headed off a long and hot fight.

The former question, introduced by Daniel J. McCauley, of the New York "Big Six" union, called for a reduction of the number of petitions necessary to obtain a referendum on any proposition or amendment. Mr. McCauley's amendment sought to name seventy-five as the number of petitions necessary, in place of the 150 in effect at present. Arguments were advanced by Mr. McCauley and his colleagues that it was virtually impossible to obtain the 150 petitions required under the present constitution.

Rejection of the McCauley amendment both by the laws committee and by the convention brought accusations of steam roller methods from the opposition. Repeated unfavorable reports by the laws committee, followed by the methodical rejection of propositions by the convention brought similar accusations from scores of the insurgent forces. Roll call defeated the McCauley amendment by a vote of 172 to 97.

An amendment to the constitution introduced by B. W. Janes and Thomas N. Phillips, delegates from Tacoma, Washington, which would give subordinate unions power to refuse "struck" work from or destined to an unfair employer, or to refuse to work in an establishment in which one department was termed unfair, was defeated by a roll call vote of 194 to 73.

The proposal to increase the salaries of the international officers from $5,000 to $8,000 a year was adopted, but it will go to a referendum.

John J. Manning, secretary of the Union Label Trades Department of the American Federation of Labor, addressed the convention on Thursday. He reviewed the label agitation, which is continually being carried on, and complimented the International Typographical Union for its active propaganda in bringing the union label to the favorable attention of the public.

A strike proposition introduced by Delegate Cassidy, of New York, a member of "Big Six," was defeated in the convention. Mr. Cassidy spoke against arbitration and conciliation and insisted that a "halt should be called on the pacifist movement in labor." He declared that arbitration tending to eliminate strikes took away the only weapon of the laboring man.

It was ten minutes before the hour of adjournment when the subject was brought up, and the convention promptly defeated the plan of Delegate Cassidy and adjourned on time. Had the plan been adopted, each local union would have the power to strike without sanction of the International.

A resolution endorsing the "vacation" of 4,300 printers in New York last winter was beaten by a vote of 145 to 76. The delegates refused the floor to Leon Rouse, president of "Big Six" of New York, who was to present the side of the men in the "vacation" walkout. Later Mr. Rouse and his friends gathered in Union Hall, where the speech was made.

It was decided not to give union cards to veterans who were trained in Government schools.

The forty-four hour week negotiated by President Scott at Chicago was ratified. According to present arrangements the forty-four hour week is to go into effect May 1, 1921.

Quebec, Canada, was selected as the convention city for the year 1921, defeating Chicago, the only other candidate for the honors, by a vote of 169 to 116.

A PRINTER'S RISE ON RUBBER HEELS.

They tell of an Irish compositor whose feet would get tired standing at the case and hunting around the shop for "sorts" all day. So he hit on the idea of tacking pieces of soft rubber on his shoes in place of the worn down heels. The scheme seemed to relieve the strain upon his whole body, so he borrowed a few hundred dollars and made rubber heels for others, possibly for the reader of this. They say he is rich now. His name is Humphrey O'Sullivan, and he is still making rubber heels.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading.
Items for this department should be sent before the tenth day of the month.

Advertising Specialty Manufacturers to Meet in Chicago.

The seventeenth annual convention of the National Association of Advertising Specialty Manufacturers will be held at the Hotel Sherman, Chicago, September 27 to 30. Prominent speakers will be present, and a program of interest is assured. The regular exhibit of calendars and advertising specialties will be held in connection with the convention.

Rowe Stewart New Head of A. A. C. of W.

Owing to the press of business affairs, Charles A. Otis, president of the Associated Advertising Clubs of the World, has found it necessary to resign his official position. Mr. Otis was elected president at the annual convention held in Indianapolis in June. His resignation was accepted with regret at a meeting of the Executive Committee held in Cleveland recently, after which Rowe Stewart, advertising manager of the *Philadelphia Record*, was unanimously elected for the unexpired term. The committee also set the date for the next international convention for the week of June 12, 1921, at Atlanta, Georgia.

Prominent Printer Chairman of Detroit Direct Mail Convention Committee.

At a recent meeting of the Adcraft Club of Detroit, Joseph Meadon, general manager of the Franklin Press, designers, engravers and printers, of Detroit, was appointed general chairman of the Detroit committee to handle the national convention of the Direct Mail Advertising Association, to be held in Detroit, October 27, 28 and 29.

A pre-convention and plan meeting of the entire Board of Governors of the association has been called for September 3 in Detroit and plans are under way for a bigger than ever convention the latter part of October.

Printing Exhibition on Travels.

The printing exhibition of the American Institute of Graphic Arts, which was shown in New York during the month of May, is now being displayed in other cities over the country. It was shown in Washington, D. C., in connection with the convention of the International Association of Printing House Craftsmen during the latter part of August, going there from Yale University, where it attracted considerable favorable attention. September 7 to 15 the exhibition will be in St. Louis in connection with the convention of the United Typothetæ. It will be shown in Chicago, at the Art Institute, starting September 22. Later routing will be announced in a future issue.

William E. Herbert Dies Suddenly.

William E. Herbert, eldest son of the late Benjamin B. Herbert, of Ravenswood, Chicago, died of inflammation of the heart while seated at his desk, Saturday, August 14. Mr. Herbert was associated with his brother, Benjamin S. Herbert, in the management of the Ravenswood Press, publishers of the *National Printer-Journalist*, one of the pioneer editorial publications.

The decedent was born in Red Wing, Minnesota, October 17, 1873. He learned the printing business in his father's office at Red Wing and later identified himself with his father's publishing and printing business at Indianapolis and in Chicago. He was a member of fraternal orders and was a public spirited citizen. He leaves a wife and daughter.

New Manager for Buffalo Office of A. W. P. Co.

Donald P. Weston has been appointed manager of the Buffalo office of the American Writing Paper Company, succeeding John L. Forsythe, resigned. He will have as his assistant C. J. Jocelyn. Mr. Weston has had considerable experience as a paper salesman, having been connected with some of the largest paper dealers and paper mills before his connection with the American Writing Paper Company. He has recently returned from an extended tour through South America, during which he was engaged in investigating paper trade conditions and in opening up business relations.

New Goes Price List.

A copy of the latest price list and "Guide to Printers' Helps" of the Goes Lithographing Company, has recently been received by THE INLAND PRINTER. These prices, which supersede all prices previously quoted, are subject to a special trade discount. In addition to the price list there is a descriptive folder of the four new Goes "Printers' Helps," and a folder describing the Goes corporation record books. Printers who are interested in this literature should write direct to the main office and plant of the company, 42-48 West Sixty-first street, Chicago, Illinois.

Printing Trade Journals Announce Staff Changes.

Donald L. Pratt, who has been Chicago representative of *Printing* for several months, has just recently joined the Ben Franklin Publishing Company, Chicago, Illinois, as advertising manager of its publications. Mr. Pratt, with C. J. Nutall, editor of the *Ben Franklin Monthly*, enters the firm, and the two men will assume active charge of the publication. P. A. Howard, however, retains control of the company as president and managing editor of the journal. With the addition to the staff, he will now be left free to attend to his other publishing interests.

H. Frank Smith, former assistant advertising manager of the Mergenthaler Linotype Company, and until recently connected with *Paper & Ink*, has succeeded Mr. Pratt on the staff of *Printing*. Mr. Smith has established headquarters in the Transportation building, where he is available to the trade.

"Portfire."

A new house-organ, known as *Portfire*, to be published twice a month for the sales organization of the Porte Publishing Company, has recently made its appearance. Approximately three hundred sales representatives throughout the United States and Canada are selling the Franklin printing price list and other publications of the Porte company. This little sales help will doubtless be received with enthusiasm.

"Eagle A" Picnic a Huge Success.

Nine thousand American Writing Paper Company's employees, with their families and friends, took part August 3 in what is said to be one of the most successful outings ever held in western Massachusetts. The merry papermakers practically took possession of Riverside Park, near Holyoke, which, with all of its amusements and other features, was free for every one of them the entire day. On their arrival each of the picnickers was given a box containing a substantial luncheon, and later candy, cigars, soft drinks and ice cream. Three bands were kept busy all day furnishing music. Dancing took place all day in the mammoth pavilion, and the dance numbers were interspersed with vaudeville acts. No fewer than eighty field, athletic and aquatic events took place, for which many valuable prizes were given. An exciting baseball game between the "Eagle A" nine and the Greenfield Tap & Die team was won by the latter by the score of 5 to 4.

Wm. C. Magee Succeeds Joe Hays.

William C. Magee, for several years assistant to the late Joseph Hays, has been appointed to succeed the latter as typo-



William C. Magee.

graphic manager of the Lanston Monotype Machine Company.

Mr. Magee brings to his new position a thorough practical knowledge of typography gained from practical experience in high grade printing, as compositor and foreman, as well as a complete mastery of the monotype through experience as an operator in a commercial plant and as an instructor in the monotype school.

This training, coupled with a natural artistic trend of mind, particularly fits Mr. Magee for his work and assures monotype users of a continuance of the excellent service they have enjoyed in the past.

Trade Composition Men Plan Big Time During U. T. A. Convention in St. Louis.

The first regular annual convention of the International Trade Composition Association is to be held in St. Louis, in connection with the annual convention of the United Typothetæ of America. The trade composition men will assemble at the Hotel Statler for their initial session at 2:30 P. M., Tuesday, September 14. Another afternoon session is to be held on Wednesday, and the final all day session that will bring the convention to a close will be held on Thursday.

The United Typothetæ of America will open its sessions at the same hotel on Monday morning, September 13, and will hold morning sessions Tuesday and Wednesday. This gives an unusual opportunity for attendance at all sessions of both organizations.

The sessions of the Typothetæ convention promise to be of extraordinary interest. Joseph A. Borden, general secretary, is scheduled for an address on "Time for Action," and Edward T. Miller, executive secretary, is to speak on "Typothetæ an Institution." Henry P. Porter, chairman of the educational committee, will talk about "The Educational Committee's Newest Contributions." F. A. Silcox, director of the Bureau of Industrial Relations, is slated for an address on the service of his department which is available to members; Don V. Gerking, director of the Field Organization Department, will discuss "The Relation of Field Men to Members." Other addresses will be given by A. J. Rich, on "Development of the Educational Program"; by Charles L. Estey, on "Helping the Printer to Help Himself"; and by Walter R. Colton, who will review the technical and business services rendered the industry by his department, the Bureau of Research and Service. Other prominent speakers will be on the program.

New York Union Printers Encourage Technical Education.

A tentative agreement for apprentice training under the continuation school law for employers' associations and local unions of the State was adopted at the annual convention of the New York Allied Printing Trades Council, held in Utica, July 26 to 29. The committee on education, who prepared the agreement, recommended that the unions change it to meet local conditions, and that they urge its adoption by the trade. The agreement provides for coöperation of the employers and unions with the public school authorities to foster the education and vocational training of apprentices in the printing and allied industries. Apprentices shall have reached the age of sixteen years and passed the eighth grade in school before entering the trade. It is proposed that the employers allow their apprentices four hours a week with pay to attend a continuation school during the school term, and the union is to withhold membership from any apprentice who fails to attend the continuation school.

The convention went on record as favoring the free school book system for the schools of the State, and a recommendation was made to the school authorities to abolish elaborate grammar school graduation exercises, so that no child might get the impression that his education was complete when he had finished the eighth grade.

Rochester was chosen as the convention city for 1921.

New Harris Press Literature.

Three folders advertising the Harris offset presses have recently been issued by the manufacturers, the Harris Automatic Press Company, 4404 East Seventy-first street, Cleveland, Ohio. They are a practical demonstration of what may be accomplished with the presses advertised, the folders having been produced on a No. 34 Harris Automatic, in the plant of the Magill-Weinsheimer Company, Chicago, who are responsible for the production of the large catalogue of Harris presses mentioned in our July issue. The composition of the folders, as well as of the catalogue, was by the Marchbanks Press, New York city. A set of these folders will be sent by the manufacturers to any one interested.

Electrotypers Offer Medal of Merit and Cash Prize.

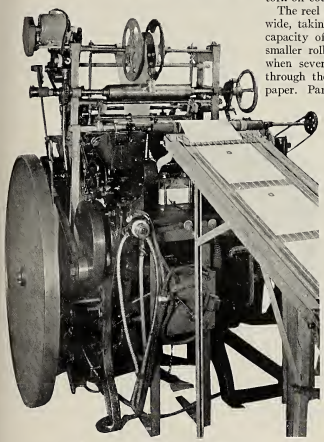
In order to give recognition to employees who make improvements in the electrotyping industry, a medal of merit and a cash prize are awarded annually for the innovation of greatest merit, as determined by a committee of the International Association of Electrotypers of America. The chief purpose the association has in view, as explained in an announcement sent to THE INLAND PRINTER, is to bring out minor improvements. Some which are mentioned include a new tool or device, a new method of performing some operation, a way of avoiding waste of material, or an attachment to a machine to increase its safety or efficiency. The only requirement is that it be the idea of the employee, developed or introduced during the year prior to the date of the annual convention, September 9 to 11. The medal of merit, as will be seen from the reproduction appearing in these columns, is a handsome bronze token which is well worth trying for. Edward A. Raisbeck, 409 Pearl street, New York city, is chairman of the Research Committee, and all inquiries for information should be sent to him.



Medal of Merit Awarded Annually by the International Association of Electrotypers of America.

An Automatic Feed Steel Die Embossing Press.

Accessibility, visibility, simplicity and speed characterize the "Simplex Steel Die Embossing Machine," recently introduced to the trade, which is destined to place the steel die embossing press in a class with automatic machines. After considerable experimenting and exhaustive tests, the makers offer what they believe to be a press which will materially increase production and which can be operated with less labor than any other machine of its kind on the market. The accompanying illustration gives a good idea of the general appearance of the machine.



Simplex Steel Die Embossing Machine.

The bed of the press is so arranged that the portion carrying the make ready may be taken out and removed to a table or bench where the operator can cut his make ready to the best advantage. When it is in the machine, the make ready is face up and visible while the press is open. By this means it is unnecessary for the operator to take out the make ready plate should it need to be examined.

The size of the die chuck is unusually large, being 3 x 16 inches, permitting a number of dies to be locked together at the same time for the purpose of producing the work in gangs. While the machine is running, the dies are visible practically all of the time. With two dies locked in the machine, a full double letterhead, size 17 by 11, may be embossed at one operation.

Another radical departure which the designers of this press have made is the elimination of the slides for the die chuck. As a rule these slides become clogged with ink, resulting in a constant source of annoyance. The mechanism which operates the die chuck in the "Simplex" machine is fitted with an automatic throwoff which trips the impression when no sheet is fed, at the same time ringing a bell to attract the attention of the operator. By this means stamped and torn off counters are eliminated.

The reel for the wiping paper is 16 inches wide, taking a roll of paper up to the full capacity of the machine, or a number of smaller rolls. Considerable paper is saved when several small dies are run together, through the use of narrow rolls of wiping paper. Particular attention has been paid to the course of the wiping paper, so that the paper can easily be threaded through the machine. The wiping pad, in addition to the vertical adjustment, has an adjustment for tipping, so that on certain difficult wiping dies the pad can be adjusted for the best results.

The ink fountain, which is of substantial construction, is in full view and is readily accessible. A separate motor provides the power for running the ink fountain. A three-fourths horsepower motor supplies the power for operating the press. For certain work the feeder may be thrown up and away from the press and the machine fed by hand. Below the die chuck is a chase for plate marking. By this novel device the press may be operated for embossing the top half of the sheet and plate marking the lower half at the same operation. The plate marking chase is 6½ by 18 inches in size.

Since the machine is fed automatically, perfect register is assured on colorwork, which is sometimes difficult when the work is fed by hand. The stock is fed into the machine face up and comes out face up, so that the problem of laying out is simplified.

But one person is required to operate the machine; in fact, on some work it is possible for one operator to take care of two machines. In spite of this, we are told that in the plant of Drucker & Kelly, 538 South Clark street, Chicago, where a demonstration machine is in actual operation on the same floor with hand machines, the operators actually prefer the new machine. Possibly one reason for this is the fact that the work is entirely automatic, except for supplying the machine with lifts of stock. The stock is fed automatically and delivered to a traveling conveyor, which is easily accessible, without being touched by the operator. If embossed in gold, water color or quick drying ink, the work is delivered on to the traveling conveyor shown in the foreground of the illustration, which carries the finished sheets to a box or tray.

The manufacturers are so confident as to the merits of the machine that they offer to arrange for demonstrations, without charge or obligation. The operation of the machine has been shown before several trade organizations, and everywhere it is being heartily received by the industry. Full information may be had by communicating with the Simplex Embossing Machine Corporation, 608 South Dearborn street, Chicago, Illinois.

West Virginia Adds to Lines of Paper.

Westvaco Cover and Westvaco Text, two new lines, have recently been added to the stock items of the West Virginia Pulp & Paper Company, and will be listed in the September issue of the Mill Price List. Sample books, showing the complete assortment of weights and colors, are now ready for distribution to the trade.

New York and Chicago houses of the West Virginia Pulp & Paper Company will add four new bond papers to their lines, namely, Mada Bond, Elektra Bond, Covmont Bond and Ironia Bond. The first three will be stocked in white only. Ironia Bond will be carried in white, pink, blue and canary.

Two Quart Electric Dry Type Glue Pot.

The Westinghouse Electric & Manufacturing Company has placed upon the market an addition to its line of electrically heated dry type glue pots, in a two quart size. This glue pot is solidly constructed, consisting of a glue vessel of copper contained inside of a steel case. The glue pot may be easily removed for cleaning. This vessel fits snugly, making a perfect thermal contact with the heating element.

There are many points of advantage and improvement of this line of dry type glue pot which are claimed by the manufacturers. Among the most important are: The water bath is eliminated. With the wet type there is danger of the water evaporating and burning the glue and of the heater burning out. With the dry type glue pot it is said that the current can be applied continuously without any danger of the heater burning out or the glue becoming overheated. The single heat constant input heater gives the correct working temperature to the glue for continuous operation of the dry type glue pot.



Dry Type Glue Pot Recently Introduced by Westinghouse Electric & Manufacturing Company.

The necessity of continuous additions of water and the inconvenience and sloppiness of the water bath are entirely eliminated. The new dry type glue pot is said to be more efficient because the glue is heated directly and none of the energy is required to heat a water bath.

A great saving in time is claimed because the glue is heated directly and held at the proper temperature without attention.

"Who Controls the Specifications of the Paper?"

A broadside of the above suggestive title has recently been mailed to the trade by the American Writing Paper Company, Holyoke, Massachusetts. In its "consumer" advertising it is the policy of the American Writing Paper Company to send samples of its product through the printers and paper merchants. Several of the largest printers in the United States have given their views on paper buying, and the consensus of opinion seems to be that the printer is the logical person to select the paper stock for printing jobs; in fact, it is the accepted practice for the customer to look to the printer for his judgment regarding paper. Printers are asked to read the extracts from the letters reproduced in the broadside, then write to the American Writing Paper Company, giving their own opinion of this new coöperative idea.

St. Paul Printers' Baseball Team Wins National Championship.

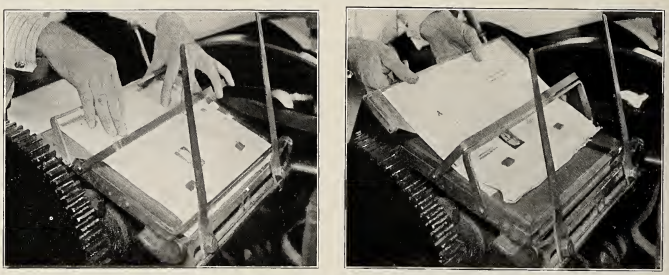
At the end of the tenth game in the tenth annual tournament of the Union Printers' National Baseball League, held at St. Paul, Minnesota, from July 31 to August 6, the St. Paul team was declared the winner of the national championship, with the Detroit nine as runner up. Teams from Boston, Chicago, Cincinnati, Cleveland, Indianapolis, New York, Pittsburgh, St. Louis and Washington also participated.

The final game of the tournament was played Friday afternoon, August 6, and was largely attended by St. Paul and Minneapolis printers and their friends. In the evening a reception and dance was given at the armory. At that time President Joseph J. Dallas, of Boston, presented the members of the victorious team with the Garry Hermann perpetual trophy; gold mounted fountain pens from the Lanston Monotype Company; gold cuff links from the Mergenthaler Linotype Company; a loving cup from the Intertype Corporation, and silver watch charms from the management of the St. Francis, the headquarters hotel. In addition, the members of the Detroit team were awarded silver mounted fountain pens, offered as the runner up prize by the Mergenthaler Linotype Company.

Several interesting side entertainments were enjoyed by attending typographers and their ladies. A special train was run from Chicago. The 1921 tournament will be held in Detroit.

The Post Tympan Holder.

Job pressmen are all familiar with the annoyance of removing the tympan and replacing it when a job has to be lifted from the press in order to allow a rush order to go through. This difficulty need no longer be feared, as a new device is being offered which makes it a simple matter to remove the tympan from the platen and replace it in accurate register as desired.



The Post Tympan Holder—At Left, Holder Inserted Under Tympan, Ready to Clamp the Upper Bail. At Right, Tympan in Holder Being Removed from Press.

The Post tympan holder is the invention of C. L. Post, of the Post Print Shop, 671 Diversey Parkway, Chicago. It is made of thin sheet metal, with a bail similar to those on the platen of the press, and slips on the upper part of the platen, where it fits snugly under the tympan after the upper bail of the platen is loosened.

To remove the tympan, it is necessary only to raise the upper bail of the platen, slip the holder over the platen, as shown in the illustration, then tighten the bail of the holder over the tympan. The lower bail of the platen is then raised and the tympan removed. To replace, the operation is reversed, the holder being placed over the upper part of the platen, and the lower part of the tympan fastened in place before the bail of the holder is loosened. After removing the holder and clamping the upper bail, the tympan will be found in its former position in accurate register. Thus the make ready is saved, and the job can proceed without the waste of time generally occasioned by fitting the tympan back in its place.

The holder will be found especially valuable on jobs that are kept standing and repeat runs made at short intervals. The guides and make ready can be preserved and replaced on the platen in register each time the job is run, provided, of course, that the form is kept standing in the chase, which is the usual custom.

Linotype Exhibit to Be Held at U. T. A. Convention at St. Louis.

An interesting and instructive feature of the national convention of the United Typothetæ of America, to be held at the Hotel Statler, St. Louis, Missouri, September 13, 14 and 15, will be the exhibit of the Mergenthaler Linotype Company. In operation at this exhibit will be the new Model 24 linotype. It is claimed that the Model 24 enables one operator, on one machine, to compose in its entirety virtually any job of composition that is received.

Scheduled to occupy a prominent place in the exhibit is a comprehensive showing of linotype typography. Formally presented to the printing world for the first time at the Hotel Commodore, New York city, last September, linotype typography has attracted universal attention, and many requests have been received by the Mergenthaler Linotype Company to exhibit similar specimens in various parts of this country and to introduce the system abroad.

An unusual feature of the exhibit at St. Louis will be the graphic presentation of several of the slug forms from which certain of the specimens shown were printed, with the object of making more generally known the facility with which linotype composed matter can be handled by the makeup man.

In attendance at the convention will be Louis A. Hornstein, manager of publicity for the makers of the linotype; John R. Rogers, consulting engineer; Walter C. Bleloch, manager of the Chicago agency, and Fred C. Grumman and Mark Boynton of the New York agency.

New Sample Book of Parsons Gothic Bond.

"Suggestions for Obtaining Better Results in Letter Headings" is the subtitle of the new sample book of Gothic Bond, manufactured by the Parsons Paper Company, Holyoke, Massachusetts. It is really more than a sample book, since there are twenty specimens of letterheads on as many samples of the paper advertised. Examples of letterheads now in use are shown.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

SUBSCRIPTION RATES.

One year, $4.00; six months, $2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN RATES.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 25 cents per line; minimum, 70 cents; three lines for $1.00. Under all other headings, price is 50 cents per line; minimum, $1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads, received in Chicago later than the fifteenth of the month preceding publication, not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

FOR SALE — $125,000 — $35,000 cash; not a newspaper, but job printing and blank book manufacturing plant; receipts for 1919 were $215,000; plant owns its own two-story brick building, 90 by 110 feet; carries an immense stock of ledger paper, bond paper, ruled forms, stationery and furniture in excess of $75,000, a $3,000 heating system, beautifully equipped composing room and pressroom with Intertype, 2 cylinders, 6 platens and 2 Miller feeders; fine office and bindery equipment; employs 45 people in shop, 8 salesmen on the road, and has an auditing department of 6 auditors that earns $5,000 a year net as a side issue. The owner will sell all or part of the business; if only part is sold, then purchaser must be a qualified man to assume active management; reason for selling is a desire to retire from active business life. It is the greatest opportunity in the West for a young man. S 179.

FOR SALE — One of the most ideal job shops in Michigan, with stock and equipment in best of condition; excellent location in new building having 6,480 square feet floor space built expressly for this plant; long lease, ground floor, steam heat, ideal lighting; partly rented on short leases to offices in front, which brings your rent to $42.50 monthly for this plant; pressroom equipped with Kelly automatic and 2 jobbers; situated in heart of city and doing an excellent business; no indebtedness, best of credit and a dandy line of customers; with this also goes a rubber stamp manufacturing business doing a big line of local and mail order work with no competition; this equipment in its entirety is in perfect condition and will make any investor good money; both members retiring; can be bought on inventory only. McCOY-WALSH COMPANY, 39-41-43-45 W. State st., Battle Creek, Mich.

PRINTING PLANT FOR SALE — A big bargain to quick buyer; cylinder and automatic feed job presses and other equipment in keeping; all same as new; large, well-established, profitable business; about three hours' ride from Baltimore, Md., and Washington, D. C.; will sell for cash or terms can be arranged; very low price asked; well worth your investigating. S 207.

FOR SALE — Complete bindery and job printing plant (four platen presses); city of 80,000; busy the entire year without soliciting; business can easily be doubled; desiring to retire; ideal and healthy city in Pennsylvania. S 205.

WANTED — One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. THE WIRTH SALES BOOK CO., Chicago.

FOR SALE — Two-press job plant in Montgomery; good opportunity for hustler. Don't answer unless you have $3,000 to invest. LIBERTY PRINTING CO., 8½ S. Perry st., Montgomery, Ala.

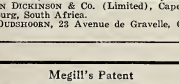
FOR SALE — Good established job printing office in Indiana county seat; price, $3,500. S 954.

FOR SALE.

FOR SALE — Cylinders, jobbers, stitchers, proof presses, folders, punches, paper cutters, special machinery, outfits — large and small, new or rebuilt, in all sizes and styles. Tell us your wants and we will give you description of machines in stock, or those we can secure for you; two-revolution 4-roller presses: 39 by 52 Huber, 39 by 53 Miehle, 37 by 52 Campbell, 44 by 62 Cottrell, 39 by 53 R. K. White Miehle; also 27 by 40 Swink, 26 by 38 Lee, 26 by 35 Huber, 23 by 28 Campbell, 29 by 42 Scott, Automatic card press, Seybold Duplex trimmer, 28-inch Perkins heavy rd. hole perforator with feed gauge and roll delivery, Burton and National rotary perforators, 25 by 32 Potter proof press with inking attachments, large stock of chases, sectional blocks, paper cutters, etc. Sell us your surplus machinery. WANNER MACHINERY COMPANY, 716 S. Dearborn st., Chicago.

FOR SALE — One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; four Kidder two-color 12 by 18 inch roll feed bed and platen presses; one Kidder 43 by 56 inch all-size adjustable rotary, printing one color on each side of the web, a dandy machine. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 2080.

Megill's Patent
SPRING TONGUE GAUGE PINS



QUICK ON

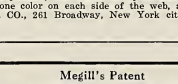
Send for booklet this and other styles.

MEGILL'S PATENT
Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES



VISE GRIP

Send for booklet this and other styles.

FOR SALE — Cottrell rotary Webb Perfecter press; will print on both sides; from roll sheets cut 33½ by 46 are delivered; has Cottrell automatic shifting tympan; will print from electrotype and stereotype plates; size of plate, 10 by 15; will deliver complete 4,000 sheets per hour; press in first-class condition; very suitable for publications or magazine work; price, $2,500 f. o. b. Minneapolis. For further information write THE COOTEY CO., Minneapolis, Minn.

A BARGAIN — One hundred 6 by 6 Challenge art register hooks, 155 1 by 6, 105 2 by 6, 69 4 by 6, 360 6 by 6 sectional blocks and 48 1 by 8 brass catches; been used half a dozen times, perfect condition. If you want these, take them all at one-half price. Write quick. HOLCOMB PRINTING CO., Boone, Iowa.

FOR SALE — Folder, Cleveland Model A; good condition; sheet 19 by 25 all folds, 19 by 38 one fold down to 4 by 5; will include either D. C. or A. C. variable speed motor for driving same; first check for $600 puts it on board Jeannette addressed to you. JEANNETTE PUBLISHING CO., Jeannette, Pa.

FOR SALE — Small job plant in new manufacturing town; population in five years 10,000; only exclusive job office; doing good local and mail order business; rare opportunity for enlargement. Write for full particulars and reason for selling. SERVICE PRINTING CO., Kingsport, Tenn.

FOR SALE — Three 56-inch Extension Deliveries for No. 00 Miehle presses; these deliveries are in good condition and working order, and are being disposed of because of installation of two-color presses. S 208.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

BOSTON STAPLE BINDER with floor stand and three boxes of staples; like new; $30 f. o. b. Cleveland. BUCKEYE PRINTING & NOVELTY CO., Cleveland, Ohio.

FOR SALE — Two-revolution four-roller Whitlock cylinder press, 35 by 47 bed, in first-class condition. THE JOHN P. LAMBERT CO., Bay City, Mich.

FOR SALE — Colt's Armory press, type C, 14½ by 22, A-1 condition, little used. MYSELL-ROLLINS CO., 32 Clay, San Francisco, Cal.

FOR SALE — One 3-ton Goss stereo metal stero furnace with pump; in good condition. MIRROR PRINTING CO., Altoona, Pa.

FOR SALE — One Harris Automatic press, series E-1, one color. Apply to FOREST KEENE, 354 Congress st., Boston, Mass.

HELP WANTED.

Bindery.

BINDERY FOREMAN — Thoroughly experienced on edition, pamphlet and catalogue work, practical in all branches, to act as working foreman of edition and pamphlet bindery, handling high-grade work; one possessing the ability to handle help efficiently and produce work systematically; prefer a man competent to estimate costs and who has full knowledge of all stocks and materials; excellent permanent position for reliable, industrious man; state fully past experience, age, qualifications, salary expected, etc. S 123.

WANTED — Bindery foreman; capable all-around forwarder, finisher and cutter who is thoroughly familiar with handling loose leaf and office forms for position of working foreman in progressive northern Ohio plant. S 29.

BLANK BOOK FINISHER — We offer a steady position at good wages to a first-class blank book finisher; modern shop; good working conditions; open shop. THORNTON-LEVEY CO., Indianapolis, Ind.

WANTED MALE HELP — Paper cutter or man with bindery experience to take charge of finishing and shipping rooms of small litho and printing plant in nearby city of 300,000; open shop. S 201.

Composing Room.

LINOTYPE OPERATOR WANTED — Steady day position in one of the best non-union shops in St. Louis; straight composition on book and magazine work; fifty-hour week, off Saturdays at 12:30; salary to start, $45 per week; pleasant working conditions and opportunities for advancement. In replying, give as much information as possible in the first letter. CHRISTIAN BOARD OF PUBLICATION, 2704-2714 Pine st., St. Louis, Missouri.

COMPOSING ROOM FOREMAN wanted by a printing house doing the better class of catalogues, booklets and advertising literature, with a business of half a million; the applicant must prove his ability and reliability; position permanent with excellent salary; give definite information with application. S 209.

WANTED — Three high-grade workmen: job compositor, cylinder pressman, monotype caster operator; all steel equipped; city of 20,000 in central New York State; steady work; pleasant living and working conditions. THE CAYUGA PRESS, Ithaca, N. Y.

WANTED — Combination hand and machine compositor in high-class job office; steady position and good pay; opportunity given hand man to learn or improve on machine. QUEEN CITY PRINTING CO., Charlotte, N. C.

WANTED — Job compositor in plant doing first-class commercial work; best wages; good opportunity for first-class man. THE TOPHAM PRINTING COMPANY, Saginaw, W. S., Michigan.

WANTED — Compositors and stoneman on high-grade catalogue work; good wages, steady work for competent help; union shop. CASLON PRESS, Toledo, Ohio.

WANTED — First-class monotype operators. NEW YORK MONOTYPE COMPOSITION COMPANY, 461 Eighth av., New York city.

Cost Clerk.

WANTED — Cost clerk; one who understands the printing business and can make estimates. MERCHANTS PUBLISHING CO., Kalamazoo, Mich.

Die Sinker.

DIE SINKERS on paper seals; those experienced in medallion figures and sunk letters; steady employment all the year; send samples. R. M. KRAUSE, 230 W. 17th st., New York city.

Managers and Superintendents.

FIRST-CLASS PRINTER WANTED — One competent to take charge of small plant in city of 150,000 in Middle West; on account of age, owner must soon retire from active service, and right man would eventually succeed to the business; established 20 years; good patronage without employing a solicitor; good prices; business for past 2 months over $4,000; extensive addition contemplated as soon as business condition of the United States is once more normal; fine future for good man; inquiries confidential. S 213.

WANTED — Superintendent for printing plant of 2 cylinders and 5 Gordons doing monthly business of $5,000, but growing; in city of 45,000; must be able to estimate, lay out work, thoroughly understand cost system and be a business builder; no big salary until ability is proven, when a good proposition awaits right party. S 165.

WANTED — Manager for export printing and box-making machinery department; should have practical knowledge of all kinds of printing machinery and must be experienced in negotiating sales. Reply with references and salary expected. S 206.

Pressroom.

PRESSMAN — We have an opening, with a good future, in our private printing plant and advertising department for an ambitious combination Gordon and Pony pressman; excellent chance to learn testing and erecting of our cylinder presses and other printing machinery; 48-hour week; pleasant city of 8,000; state age, whether married or single, general experience, references, wages wanted to start and when you could come. CHALLENGE MACHINERY CO., Grand Haven, Mich.

WANTED — Pressman for Miehle and Job presses; northern California city, 15,000 population; job steady; want man desiring to locate permanently; fine for married man; excellent schools and healthy moderate climate. S 147.

Salesmen.

WANTED — Printing salesman for concern equipped to make high-grade illustrated catalogues. REPUBLICAN PUBLISHING COMPANY, Hamilton, Ohio.

MISCELLANEOUS.

LEARN THE MONOTYPE AND MAKE MORE MONEY — There are monotype schools in Philadelphia, New York, Chicago and Toronto. There is no charge for tuition. It does not take long to learn. The benefits are certainty of permanent employment and a chance for advancement. LANSTON MONOTYPE MACHINE COMPANY.

WANTED — Advertising matter (my imprint) to mail to business men. G. EDWARD HARRISON, "Printing Agent," Baltimore, Md.

SITUATIONS WANTED.

Bindery.

BINDERY FOREMAN, with long experience as such in printing establishments, competent in all branches, good executive ability, wants position anywhere. S 950.

PROCESS WORK —*and Electrotyping*

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, $0.72, Post-free. Specimen Copy, Post-free, $0.09.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

The Journal for all up-to-date Process Workers *Published by* **A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.**

Composing Room.

TYPOGRAPHIC LAYOUT MAN — Highly skilled in designing of original and attractive display printing, also high-class advertisements; practical printer, capable of taking charge of type arrangement in an up-to-date composing room where quality and distinction are desired; hard worker with high sense of duty and responsibility; prize-winner in typographical contests; best references; age 33, union; salary, $55; California or Colorado preferred; open for engagement end of September. S. S., 520 East 77th st., Apt. 35, New York, N. Y.

LINOTYPE OPERATOR, who is also capable machinist, experienced on book, job and catalogue composition, desires day situation in first-class job shop or composition plant; am practical printer, fast operator, union, accustomed to best shops and also best wages. PRINTER, Apt. 15, 1615 Admiral blvd., Kansas City, Mo.

GERMAN-AMERICAN LINOTYPER (27) desires connection with up-to-date office; practical printer, union; any model, book or newspaper, floor or machine; city of at least 10,000 preferred; will go anywhere; state wages in first letter. S 216.

FOREMAN — Composing room executive, union, young man, 15 years in high-class office, capable of handling all grades of composition, desires to make change; will consider good offer anywhere. S 200.

COMPOSIN ROOM FOREMAN desires change; wide experience on better grade work; capable and reliable executive; expert typographer; small or medium office; union. S 210.

TYPOGRAPHICAL LAYOUT MAN wishes position with firm doing high-grade catalogue and fine art printing; creative ability; 8 years on case, 4 at layout of typography. S 204.

JOB COMPOSITOR, familiar with blank book, tariff and catalogue work; 25 years' experience, 10 years a proprietor; union; state wages paid. S 202.

Managers and Superintendents.

MANAGER-SUPERINTENDENT — Now employed, seeks opening with reliable concern where there is a "future"; familiar with, and can install, the Standard Cost-finding System; well informed on modern shop practice, a discriminating buyer, close estimator, careful reader, and a "crank" on system; if you are looking for a real executive, I shall be pleased to hear from you; no "assistant" jobs considered; A-1, out-of-the-ordinary credentials; will go most anywhere, but the eastern or southeastern States preferred. S 211.

MAN OF PROVEN ABILITY as superintendent and manager of printing plants desires connection as such with progressive firm; practical experience in composing and press rooms, first hand knowledge of bindery work; experience ranges from "devil" to owner of newspaper and commercial printing plant. In answering, please state all. S 203.

PRINTING HOUSE EXECUTIVE — My record shows that I know how to reduce costs and increase production; am a thorough organizer and systematizer and am familiar with the better class of printing; would like to meet the head of a progressive printing house with a view to taking complete charge as manufacturing manager. S 214.

Office.

OPPORTUNITY seriously desired, after absence on war service, to revise knowledge and retrain for responsible progressive permanent position ANYWHERE with good printing and publication business house; advertiser has had general practical (and executive, bindery) experience; estimating, costs, office routine; salary consideration secondary to prospects; age 36, married; cheerful personality; steady, capable. F. PAIN, S. C. R. Hospital, Esquimalt, B. C., Canada.

Pressroom.

HIGH-GRADE PRINTER-PRESSMAN desires to connect with good job office or daily newspaper as foreman or superintendent; union; over 33 years' practical experience; no cheap jobs considered; open for engagement October first. S 215.

CYLINDER PRESSMAN, experienced on half-tone, color process, labels and work in general, desires steady position in California — Los Angeles or nearby preferred; capable of taking charge. T. C. PALAMBO, 4827 Calumet av., Chicago.

CYLINDER PRESSMAN, experienced in first-class half-tone, vignette and color process printing, desires permaneney in vicinity of Boston or within an hour's ride of Boston. S 182.

Proofroom.

EXPERIENCED WOMAN PROOFREADER, accustomed to busy office, wants position. S 85.

WANTED TO PURCHASE.

WANTED TO PURCHASE, Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED — Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel. Barclay 8020.

WANTED — We will buy or sell for you your surplus machinery. Send us your list and, if possible, description, condition and price f. o. b. your city. We can handle your complete plant. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

PRESSES WANTED — Two four-roller, 56 or 62 inch, Miehle presses; also three C. & F. jobbers, size 10 by 15, with Miller feeders. CENTRAL PUBLISHING COMPANY, 101 Transportation bldg., Indianapolis, Ind.

WANTED — Secondhand cylinder; sheet 25 by 38, type 24 by 37; No. 43 Optimus preferred; best cash price. Address J. B. P., Box 246, Hartford, Conn.

WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED TO PURCHASE — Two-color rotary printing press equipped with roll feed, slitter and rewinder. S 3.

WANTED TO BUY — Secondhand Cranston drum cylinder printing presses; give details. S 199.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color plate, strong wording and complete "layout" — new design each month. Write today for free samples and particulars. CHAS. L. STILES 230 N. 3d st., Columbus, Ohio.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Calendar Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black.

CABOT, GODFREY L.— See advertisement.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Halftone or Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill; 3 Pemberton row, London, E. C., England.

Counting Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Demagnetizers and Ink Dryers.

UTILITY HEATER CO., 220 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses.

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches, 12 for $1.25, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads.

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

R.R.B. PADDING GLUE

For Strength, Flexibility, Whiteness and General Satisfaction.

ROBERT R. BURRAGE
83 Gold Street NEW YORK

Engraving Methods.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, $1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalkotype Board; no routing of open spaces. Send postage for specimens. HENRY KAHRS, 240 East 33d st., New York.

Job Printing Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers.

UTILITY HEATER CO., 220 Centre st., New York. Gas machines that stop offset and electric troubles, and are safe for all presses.

Numbering Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paper Cutters.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies.

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 606-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1855.

Printers' Supplies.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Punching Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Rebuilt Printing Presses.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Special Machinery.

DONALD W. COY, Consulting Engineer, 1227 East 75th st., Chicago, Illinois. Designer of automatic and special printing, binding and envelope-making machinery. Development of inventions.

Stereotyping Outfits.

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags.

OUR SPECIALTY IS TAGS, blank, printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. You take the order, we make and print the tags for you. Send for quotations on anything you need in the TAG line. Quick service. DENNEY TAG COMPANY, West Chester, Pa. Oldest and largest exclusive tag factory in the world.

Typecasters.

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.-E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 617-619 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleys and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

Wire Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, ¾ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

EMBOSSING IS EASY

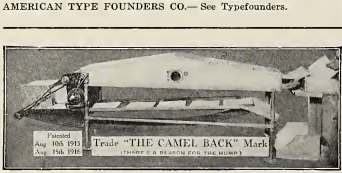
If you use STEWART'S EMBOSSING BOARD

Simple, economical, durable

Sheets, 6x9 inches $1.25 a dozen, postpaid

THE INLAND PRINTER COMPANY

632 Sherman Street, CHICAGO



EMBOSSOGRAPHY

TRADE MARK

The art of producing embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street NEW YORK CITY

Printers—

The Time Is Short

September 13, 14 and 15

are the days you've been waiting for. They are the days of the United Typothetae of America Convention, to be held at St. Louis.

Three Days

chuck full of new information and new ideas for you and your business!

THREE intensely interesting and absorbing subjects—the industrial situation, the paper problem, and the Typothetæ organization—will be discussed and debated—and the decisions reached will probably affect the industry for years to come.

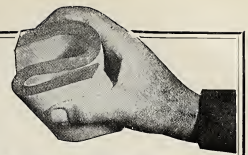
PREVIOUSLY we have told you by means of the printed word how important is your presence at the 34th Annual U. T. A. Convention. So if you have not already made arrangements to attend this all-important get-together meeting, it's up to you to act *and act now.*

EVERY PRINTER is cordially invited. But make reservations immediately—headquarters hotel, the Statler—for a record breaking attendance is expected.

for the last time—be there

We urge you—and your business commands.

UNITED TYPOTHETAE OF AMERICA



Now Standardized—

This is an age of standardization. When you buy machinery you want to be assured that repair parts bought ten years hence will fit just as readily as the pieces used in the new machine. You have a right to expect a similar condition in tabbing compounds.

NUREX

Patented June 1, 1920

Tabbing Compound

is now a standardized product. It gives the same adequate results the year 'round. Can be used during the summer without danger of becoming stringy and soft. The same lot is just as good for cold-weather use—no danger of it becoming brittle and cracking. Order a trial gallon from the nearest distributor in the list shown in this advertisement, and judge for yourself as to the merits of Nurex.

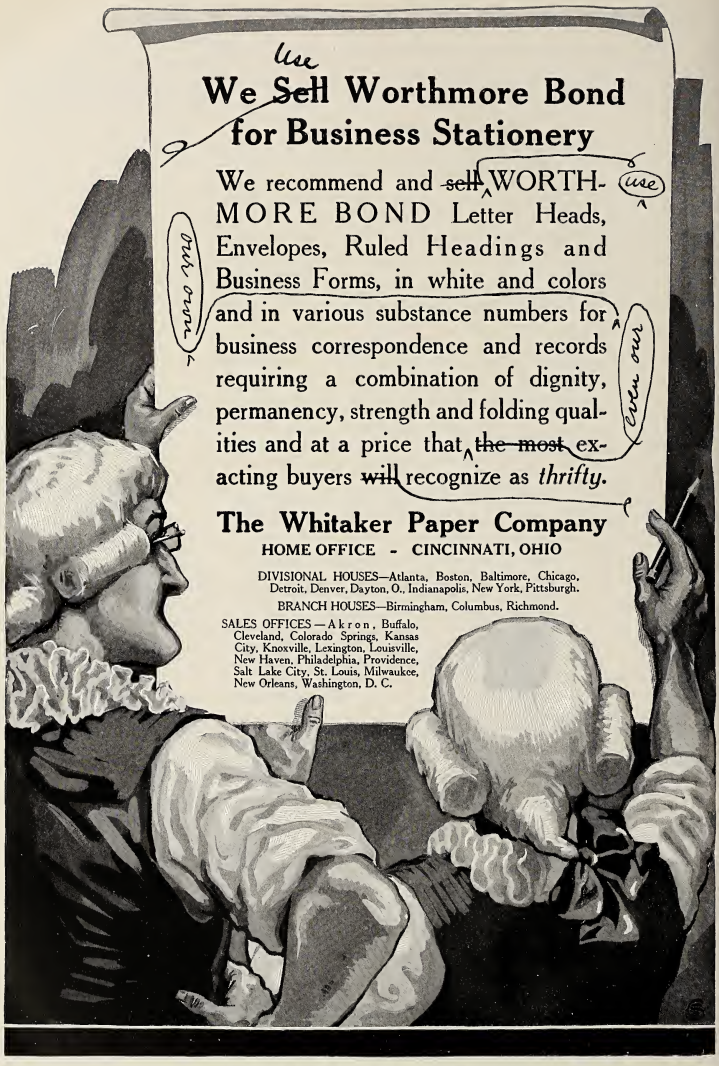
NUREX JOBBERS

ATLANTA, GA.	Sloan Paper Co.
BOSTON, MASS.	Carter, Rice Paper Co.
BIRMINGHAM, ALA.	Dietz & Wing Paper Co.
BALTIMORE, MD.	Whitaker Paper Co.
BUFFALO, N. Y.	The Alling Cory Co.
CHICAGO, ILL.	J. W. Butler Paper Co.
CLEVELAND, OHIO	The Central Ohio Paper Co.
CLEVELAND, OHIO	The Union Paper & Twine Co.
CINCINNATI, OHIO	The Chatfield & Woods Paper Co.
COLUMBUS, OHIO	The Central Ohio Paper Co.
COLUMBIA, S. C.	The R. L. Bryan Co.
CHARLOTTE, N. C.	Western Newspaper Union
DAYTON, OHIO	The Whitaker Paper Co.
DENVER, COLO.	The Peters Paper Co.
DENVER, COLO.	The Carter, Rice Carpenter Co.
DALLAS, TEXAS	Southwestern Paper Co.
DETROIT, MICH.	Butler-Detroit Paper Co.
DULUTH, MINN.	Peyton Paper Co.
FORT WAYNE, IND.	Western Newspaper Union
FARGO, N. D.	Western Newspaper Union
FORT WORTH, TEXAS	The Reimers Co.
GRAND RAPIDS, MICH.	Central Michigan Paper Co.
HAGERSTOWN, MD.	Antietam Paper Co.
HOUSTON, TEXAS	Southwestern Paper Co.
INDIANAPOLIS, IND.	The Crescent Paper Co.
INDIANAPOLIS, IND.	The Whitaker Paper Co.
JACKSONVILLE, FLA.	Antietam Paper Co.
KANSAS CITY, MO.	Missouri Interstate Paper Co.
LINCOLN, NEB.	Western Newspaper Union
LOS ANGELES, CAL.	The Sierra Paper Co.
LOUISVILLE, KY.	Louisville Paper Co.
LITTLE ROCK, ARK.	Western Newspaper Union
MEMPHIS, TENN.	Taylor Paper Co.
MILWAUKEE, WIS.	Standard Paper Co.
NEW YORK CITY, N. Y.	J. E. Linde Paper Co.
NEW YORK CITY, N. Y.	Lasher & Lathrop
NEWARK, N. J.	Lasher & Lathrop
NASHVILLE, TENN.	Clements Paper Co.
NEW ORLEANS, LA.	E. C. Palmer Paper Co.
OKLAHOMA CITY, OKLA.	Western Newspaper Union
OMAHA, NEB.	Western Newspaper Union
PHILADELPHIA, PA.	Garrett, Buchanan Paper Co.
PITTSBURGH, PA.	The Chatfield & Woods Paper Co.
PORTLAND, ORE.	J. W. & P. McFall Paper Co.
PORTLAND, ORE.	Endicott Paper Co.
WILKES-BARRE, PA.	D. L. Ward & Co.
ROCHESTER, N. Y.	The Alling Cory Co.
RICHMOND, VA.	The Richmond Paper Co.
RICHMOND, VA.	The Whitaker Paper Co.
ST. JOHN, N. B., CANADA	Schofield Paper Co., Ltd.
ST. LOUIS, MO.	Mississippi Valley Paper Co.
ST. PAUL, MINN.	Wright Barrett Stilwell Paper Co.
SAN FRANCISCO, CAL.	Pacific Coast Paper Co.
SALT LAKE CITY, UTAH	Western Newspaper Union
SPRINGFIELD, MO.	The Springfield Paper Co.
SEATTLE, WASH.	Matthai Paper Co.
SCRANTON, PA.	Megargee Brothers
SPRINGFIELD, MASS.	The Paper House of New England
TOLEDO, OHIO.	The Central Ohio Paper Co.
TROY, N. Y.	The Troy Paper Co.
WASHINGTON, D. C.	B. F. Bond Paper Co.

The Lee Hardware Co.

SALINA, KANSAS

Copyright, 1920, by The Lee Hardware Co.


We Sell Worthmore Bond
for Business Stationery
We recommend and sell WORTHMORE BOND Letter Heads, Envelopes, Ruled Headings and Business Forms, in white and colors and in various substance numbers for business correspondence and records requiring a combination of dignity, permanency, strength and folding qualities and at a price that the most exacting buyers will recognize as thrifty.
The Whitaker Paper Company
HOME OFFICE - CINCINNATI, OHIO
DIVISIONAL HOUSES—Atlanta, Boston, Baltimore, Chicago, Detroit, Denver, Dayton, O., Indianapolis, New York, Pittsburgh.
BRANCH HOUSES—Birmingham, Columbus, Richmond.
SALES OFFICES—Akron, Buffalo, Cleveland, Colorado Springs, Kansas City, Knoxville, Lexington, Louisville, New Haven, Philadelphia, Providence, Salt Lake City, St. Louis, Milwaukee, New Orleans, Washington, D. C.



Keep Your Permanent Records On Time-Defying Brown's

YEARS after transactions have been forgotten, their records are revealed as clean-cut and fresh as the day they were entered—if written on Brown's Linen Ledger Paper.

For Brown's is the Paper of Permanence—the paper that preserves legibility indefinitely. It does not stain, turn yellow or fade from age or climatic conditions. No other ledger paper rules as sharply and clearly.

Since less than 10% of ledger cost is in the paper, you can't afford to recommend to your customers anything but the best—Brown's Linen Ledger Papers. Send today for book of samples.

L. L. Brown Paper Co., Adams, Mass., U. S. A.

BROWN'S Linen Ledger Papers



A Craftsman's Opportunity

EDITORS of house organs are playing an important part in the commercial growth of America.

Anyone can suggest starting a house magazine. There is usually plenty of material to make the first few issues live and interesting. Then comes the test of the editor.

If he can make each issue better than the last, if he can make his messages breed sales and team-play, if he can write a hundred words that will make his readers think a thousand—then dollars cannot measure the value of his service.

If you can answer "yes" to these three questions, your house organ is a success:

1. Do you get requests to reprint?
2. Do you get requests for extra copies?
3. Is the physical make-up of your magazine occasionally copied or imitated?

Most house organs are well done, well printed. The standard is high. We can advise those who have had their troubles in equalling the mechanical excellence of some of their brother editors.

better paper — better printing

There is a suitable printing paper to be had for every requirement of modern printing.

Some house organs deal largely with fine illustrations. Warren's Lustro prints the finest half-tones beautifully, and no standard screen is too fine for its surface.

Perhaps you let type do all your talking. There is Warren's Olde Style, a paper which is to type faces what acoustics is to a public speaker.

For continued reading with now and then an illustration where detail is not too fine, there is an opportunity to use Warren's Library Text. Here is a paper that is restful to the eye and pleasant to the touch; strong for binding, with a surface that takes clear, clean half-tone impressions. By all means know it.

Warren's Cumberland Machine Book is a machine-finish paper that carries light and heavy face type equally well, and takes half-tones up to 120-line screen.

A comparison of all the Warren Standards will suggest possibilities for using inserts along with the regular body stock that can be economical as well as effective.

S. D. WARREN COMPANY, BOSTON, MASS.

Examples of the kind of printing any good printer, or any buyer of printing may legitimately expect if a Warren Standard Printing Paper is used, may be secured by writing us, or by consulting Warren's Paper Buyer's Guide, or the Warren Service Library.

Warren's STANDARD Printing Papers

Warren's Paper Buyer's Guide and the Warren Service Library are to be seen in all the public libraries of our larger cities. They are also on exhibit in the offices of catalog printers and the merchants who sell Warren's Standard Printing Papers.

Carey EZOLA TREADS AND MATS

—are safe to stand on

Your workmen will like them because they provide a firm grip for the feet.



They are made of the very best insulating materials known, felt, mica and asphalt. They are coldproof and dampproof and protect the worker from colds, rheumatism and other kinds of sickness.

They insulate against electric ground shocks and against vibration.

They are very, very springy to stand on and prevent fatigue and promote contentment with the job. Write for information.

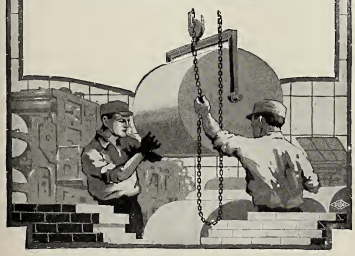
The Philip Carey Co.
516-536 Wayne Ave.
Lockland, Cincinnati, Ohio

STOCK

Whether news, machine finished, coated, light, medium or heavy—it's hard to get. But we are so accustomed to solving difficult problems, our customers say we usually succeed.

Having trouble getting what you want? Let us help you. Call, write, or phone.

C. B. HEWITT & BROS., Inc.
16-24 Ferry St., New York City





"That Broadside Smashes Home"

"Gloves for hard work. Strength! The idea of strength is carried out clear through. Why, even the paper is strong. Not a sign of a crack where it is folded through the illustrations."

THE idea of emphasizing basic sales points in broadside advertising is increasing sales for thousands of advertisers. To portray strength, beauty, dignity or any other feature successfully, *paper* must be selected as carefully as copy and illustrations. Results prove this. Send for booklet "Paper as a Factor in Modern Merchandising" which explains.

Foldwell is peculiarly adapted to the "dominating idea" in broadsides. Its specially prepared surface and long-fibered strength can be used to your advantage. Foldwell Coated Papers are made in Book, Cover and Writing.

CHICAGO PAPER CO.
Manufacturers
916 S. WELLS ST. CHICAGO, ILL.

Nationally Distributed

Foldwell COATED WRITING
COATED BOOK
COATED COVER

The Political Campaign
and
The Printer

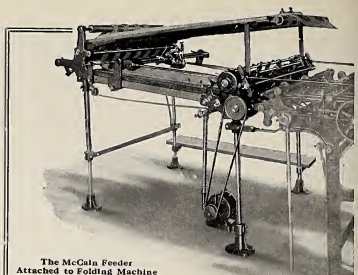
The printer usually passes final judgment on the candidate's campaign literature—usually selects the stock, designates the type and buys the halftones.

Crescent-made halftones, whether for political or other purposes, keep faith with the printer who buys them.

There is real craftsmanship in every Crescent job, from the straight halftone, etching or electrotype to the most delicate process plates.

Get acquainted with Crescent and forget about plate troubles.

CRESCENT ENGRAVING CO.
Kalamazoo, Michigan



The McCain Feeder Attached to Folding Machine
Can be Loaded While in Operation.

A Gain in Production

Cost records compiled in representative plants show that automatic feeders actually make a gain in production, as well as effecting a substantial saving in the cost of the finished product.

THE McCAIN Automatic Feeder

has proved itself to be one of the leaders in its class. Can be attached to Anderson, Brown, Cleveland, Dexter or Hallfolders.

Start the McCain as a money-maker in your plant.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois



Envelope Advertising that Conserves Paper

DURING this difficulty of getting paper, teach your customers that you can make every square inch count by SATISFACTORILY printing part of their message on their envelopes.

The Western States System of making-after-printing gives you a perfect seamless envelope surface to print on. If you are not using this costless idea, write today for full explanation, our free service book and latest price list.

W-Notched Under Flap Reg. U.S. Trade Mark

Western States Envelope Co. Dept. N Milwaukee

Makers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers

We Protect the Trade

Photo-Engraving Primer

By STEPHEN H. HORGAN

THIS well-known authority on photo-engraving, one of the pioneers of the industry in America, has brought together the fruits of his long experience in this field and has written a compact and thorough manual of instruction, giving complete directions for every step in the process of making a line cut on zinc or a halftone.

The following of the directions given in this book will enable any one to make his own cuts. Even the expert will find hints and dodges here which will be of value to him, and nobody interested in the printing or engraving trades should be without a copy of this valuable manual.

Bound in red cloth. Price $1.50 net at dealers or the publishers.

American Photographic Publishing Co.
428 Newbury St. Boston 17, Mass.



Turn a Stumbling Block Into a Stepping Stone

Discard the antiquated hand lineup table and replace it with the modern machine lineup method.

The Hancock Perfecting Lineup Machine

Is the "stepping stone" from a makeshift way to a dependable way which insures correct measurements, correctly spaced margins and absolutely parallel and right angle lines.

You can get more information in our machine folder.

Keep your eyes and mind open.

OUR GUARANTEE

These machines are sold under our positive guarantee against imperfections in the material and workmanship. That they will line up strike sheets accurately and in less time than they can be lined up by hand.

The Hancock Perfecting Lineup Machine Co.
Lynn, Massachusetts

TORONTO TYPE FOUNDRY CO., LTD.
Exclusive Agents for Canada and Newfoundland.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
TURNERS FALLS, MASS.
ESLEECK MFG. COMPANY

Cause and Effect

ESLEECK'S THIN PAPERS are made of the best rag stock, mixed with a long practical experience. We put big value into the papers.

If you use them you will get that value in the form of SERVICE AND SATISFACTION

Our specialties are ONION SKINS, MANIFOLDS and THIN BONDS, in white and a wide range of colors. They are right for important uses in every organized business office. They are sold by leading paper jobbers.

Ask Dept. B for samples.

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.



Will not curl or stick together

THE man at the cutting machine knows the time and labor waste straightening out curled sheets.

Give him Jones Non-Curling Gummed Stock, and watch him smile! Once he puts through a job on Jones', he'll tell you it's the best ever.

Jones Non-Curling Gummed Stock is so inherently good that all who use it admire its quality. And it will not curl or cake regardless of climatic conditions.

Specify Jones' on your next order. You'll never change back if you do!

SAMUEL JONES & CO.
Leaders since 1810
Newark, New Jersey

Jones
Non Curling
Gummed
Paper

TICONDEROGA PULP & PAPER CO.

Quality

COLONIAL OFFSET
SPECIAL MAGAZINE
MACHINE FINISH
TICONDEROGA FINISH

MUSIC
EGGSHELL
SCHOOL TEXT
ANTIQUE LAID

Uniformity

SALES OFFICE, 522 FIFTH AVENUE, NEW YORK CITY, N. Y.

BLOMGREN BROS. & CO.

ESTABLISHED 1875

DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
LEAD MOULD PROCESS

512 SHERMAN ST.
CHICAGO

Osterlind Printing Press Co.

CENTRAL BANK BUILDING
ST. PAUL

Why?

One of the users of the Osterlind Press, Mr. Forrester of Louisville, asks us why this splendid machine is not more extensively advertised and sold.

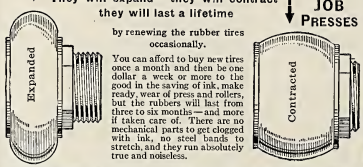
The reason is that about two years ago the Government of the United States found it necessary to take over the plant of this company at Stillwater, Minn. On account of the press of business the Government has not yet found time to make a settlement for this seizure, which involved 60 per cent of the capital of the company. After some delay the company was allowed to build a new plant, which contains, however, only 20 per cent of the floor space of the old one, and the production of the presses has been barely sufficient to fill the export orders received. The production is now being increased. The selling agency for the territory east of Ohio has been placed with the Gibbs-Brower Company, 261 Broadway, New York. Miller & Richard, Toronto and Winnipeg, are agents for Canada.

MORGAN EXPANSION ROLLER TRUCKS —FOR— JOB PRESSES

They will expand—they will contract
they will last a lifetime

by renewing the rubber tires occasionally.

You can afford to buy new tires once a month and then be one dollar a week or more to the good in the saving of ink, make ready, wear of press and rollers, but the rubbers will last from three to six months—and more if taken care of. There are no mechanical parts to get clogged with ink, no steel bands to stretch, and they run absolutely true and noiseless.



ASK YOUR DEALER or SEND DIRECT TO MORGAN EXPANSION ROLLER TRUCK CO., 6552 Hollywood Boul., Los Angeles, Cal.

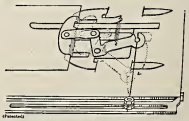
A Perfect Register

Poor Register Eliminated.

Perfect Register with Poor Feeding.

Colorwork Registered to the *Dot.*

Price, $3.50



The Cowan Registering Side Guide

For Job Presses

Price Soon Saved by Non-use of Throw-off, Saving Time and Paper

SKIPPING WHEELS *can be inserted in*

American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

American Numbering Machine Co.
220-226 Shepherd Ave., Brooklyn, N. Y.

A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON SkipWheels Skipping 2	No. 1 No. 2		JOB 3 ON SkipWheels Skipping 3	No. 1 No. 2 No. 3	
JOB 5 ON SkipWheels Skipping 5	No. 1 No. 2 No. 3 No. 4 No. 5		JOB 4 ON SkipWheels Skipping 4	No. 1 No. 2 No. 3 No. 4	



Black Inks

—that Are Black

for any kind of printing on any kind of stock. Let us know your requirements and we will suggest the proper ink for the job.

This service is yours for the asking. Try us.

American Printing Ink Co.
Office and Factory:
2314 to 2324 W. Kinzie St., CHICAGO, ILLINOIS

ADVANCE

Electric Glue Heaters



Do you know you can heat your glue with ELECTRICITY cheaper than with gas or steam?

—

Let us tell you about our complete line which most large binders are using and find a profitable investment.

Complete information on request to

The Advance Machinery Co.
VAN WERT, OHIO



The Taylor Registering Projector

Lines up and registers forms
before they go to press.

Plates or type matter—it *shows* you their exact location by optical projection.

The simplest, most direct and economical method of making up forms.

Write for our "paying its way" purchase plan.

THE TAYLOR REGISTERING PROJECTOR CO.
927 LINDEN AVE., BALTIMORE, MD.

Exclusive Agents for Canada and Newfoundland, TORONTO TYPE FOUNDRY COMPANY, Limited,
Toronto Montreal Winnipeg Regina

Team Work



The Even, Steady Pull of All Together

THE good old fire engine with its galloping horses brought a thrill all its own—TEAM-WORK! With all their power and energy, those great horses would never have beaten a bonfire if each of them had pulled his own way and hit his own gait. It's the even, steady pull of all together that wins.

And it takes teamwork to make a success of your advertising. The engraver and printer must pull together under your driving.

If you harness up the Stafford Engraving Company as part of your advertising team, you'll find us pulling our full share of the load.

That means a real interest in your plans and faithful skill in carrying them out. If you have special stunts or new effects to put across, we won't take the lazy way and say, "It can't be done." We'll try—and if it can be done at all by modern equipment and long experience, we'll do it.

And we'll work with your printer. When he excuses a poor job by saying that the plates were poor, he's often right, even if the engraver's proofs were perfect. Stafford Engravings are made to show up brilliantly on the press as well as in the proof.

If you want a good wheel-horse—an engraving house that will pull with you and your advertising team—then hitch us up to your work.

Stafford Engraving Company

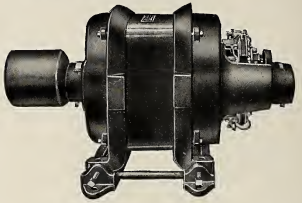
"THE HOUSE OF IDEAS"

Artists - Designers - Engravers

CENTURY BUILDING :: :: INDIANAPOLIS

Kimble Printing Press Motors

Have been Standard For 15 Years



Any "general purpose" motor is a jack of all trades and master of none.

Kimble Motors (alternating current only) were designed and built specifically for this one service—printing presses.

Flexible Speed Control

gives feeder a confidence that insures maximum output, with minimum spoilage and minimum use of the throw-off.

On the Kimble job press motors, speed is controlled by a foot lever, and current metered is proportionate to speed of operation—every reduction in speed below maximum effecting a saving in electricity.

On the Kimble cylinder press motors flexible speed control may be combined with a push-button control that is as unique as it is important.

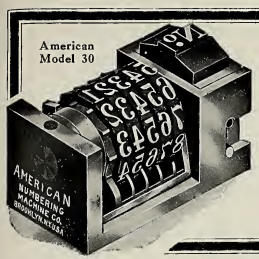
Send for our Bulletin.

KIMBLE MOTORS

KIMBLE ELECTRIC CO.

635 North Western Avenue

CHICAGO



AMERICAN MODELS 30 & 31
WORLD-STANDARD TYPE-HIGH NUMBERING MACHINES

5 Wheels **$22.00** 6 Wheels **$24.00**

In stock and for sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

Brooklyn, N. Y. ..... 224-226 Shepherd Avenue
Chicago, Ill. ..... 123 West Madison Street

Specify AMERICAN when ordering

Holds Heat and Conserves Current like a Fireless Cooker



"INTERNATIONAL" Electric Glue Heaters

Fireless cooker principle conserves and utilizes every bit of heat generated. Holds glue at correct working temperatures without guesswork. Average cost of operation about one cent per day. Keeps glue at correct temperature for greatest tensile strength.

This heater has a place in every shop and factory. Sizes, one pint to 50 gallons. Heavy spun copper construction. No seams or soldered joints. Three heats. No water bath. Clean, safe, economical. Portable. Fits any lamp socket.

Used by prominent concerns.

INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U. S. A.

Write for folder, "Efficient Glue Handling"

"International Electric Heaters Are the Best"

Better Proofs at Lower Cost *with the* B. B. B.
Brower Ball-Bearing Proof Press

No. 0 Brower
Bed, 14" x 20"

No. 2 Brower
Bed, 17" x 25"



No. 0 Brower Ball-Bearing Proof Press

WHY continue to "pound" proofs by hand? It's a waste of the compositor's time and the results are never 100% satisfactory. Brower Ball-Bearing Proof Presses offer the most economical solution for your proofing problems. The No. 0 Brower, our latest model, is designed for one-color proofing. Will take galleys up to 12 in. x 18 in. The No. 2 Brower is the last word in proof presses. Gives a firm, even impression, and the proofs are clear and sharp. Color proofs that register to a hair are easy with the No. 2 Brower.

Why not investigate the Brower line?

A. T. H. BROWER COMPANY

233 West Schiller Street, Chicago, Ill.

S. COOKE PROPRIETARY, Ltn'd, Sole Agents for Australia.

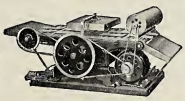


The Do-More Automatic Process Embosser

Printing and Embossing

with IMPROVED MACHINES

that will save you money and increase the quality and quantity of your printing products.



The Typo-Embosser

The Automatic Card Printing Press has demonstrated to many its profitable operation on card printing.

The Do-More Automatic Embosser Feeds, Powders, Embosses and Stacks just as fast as pressmen pull the prints off the press.



The Automatic Card Printing Machine

The Typo-Embosser is Our Improved Process Embossing Machine.
With double heater will take any size of stock up to 12 inches wide.
Write for our booklet No. 10 today.

TERRITORY NOW OPEN

Automatic Printing Devices Co.

Patentees and Manufacturers
Second and Minna St., San Francisco, Cal.

WRITE FOR EXCLUSIVE AGENCIES



Ye Sign of Quality
INKS
EAGLE PRINTING INK CO.
Chicago NEW YORK Detroit



ABSOLUTE TIME RECORDS
KNOW TO THE MINUTE when work is started and finished; when orders are received and delivered; when letters are received and answered.

You Need KASTENS TIME STAMP

Efficiency in War Time and All Times! Kastens Time Stamps cost little, are built for long service, and work quickly, smoothly and accurately. *Send for catalogue showing various styles with prices.*

HENRY KASTENS, 418-20 W. 27th St., New York City, N. Y.

BOOKBINDING
Edition Binding, Leather, Cloth, also Catalog.
Efficient Workmanship. Prompt Service.

Correspondence Solicited.

MURPHY-PARKER COMPANY
701-709 Arch Street, Philadelphia, Penna.

CAMPBELL PRINTING PRESS REPAIR PARTS COMPANY
We have a few bargains in REBUILT PRESSES. Let us know your needs. We specialize in repair parts for Campbell Presses and counters for printing presses. Expert repair men for all makes of presses sent to your plant.

New York Office: 21-23 Rose Street. *Works:* Brooklyn, N.Y.

Avoid delay when in need of repairs by sending orders direct to office.

J. W. PITT, INC.
Uprightgrain (Self Contained or Sectional)
Printing Base Systems
25-27 STEUBEN STREET, BATH, N.Y.

KEYBOARD PAPER
for the MONOTYPE MACHINE
COLONIAL COMPANY, Mechanic Falls, Me.
Sample Roll sent on request



WHILE-U-WAIT
Rubber Stamp Making Outfits
Require only eight minutes to make rubber stamps. Will also make HARD RUBBER STEREOTYPES for printing. A few dollars buys complete outfit. Send for catalogue.
THE BARTON MFG. CO., 89 Duane St., New York City

Printers and Publishers, Attention!
Let this plant be your bindery. We are equipped to serve you no matter where you are located.

ENGDAHL BINDERY
(Holmgren, Engdahl, & Johnson Co.)
Edition Bookbinders
412-420 Orleans Street, Chicago Phone Main 4928

THE TYPOGRAPHY of ADVERTISEMENTS
By F. J. TREZISE

"This is one of the best books on the subject, and I shall include it in my list of approved books on Advertising. It is well written and artistically gotten up. I congratulate *The Inland Printer* on the work."
Professor Walter Dill Scott.

136 pages, 65 Illustrations in two colors. Price $2.10 postpaid.

THE INLAND PRINTER CO.
632 Sherman Street, Chicago

There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The J.F.W. Dorman Co.
Baltimore, Md., U. S. A.

Cast Your Own Sorts with the
Taylor Hand Adjustable Mold

SAVE
TIME!
TROUBLE!
MONEY!



A SORTS CASTER OPERATED ENTIRELY BY HAND—CASTING TYPE AND CUTS UP TO 6 x 9 PICAS.
Write for descriptive matter.
THE KAMCO CORPORATION
34 Barclay Street, New York City

METALS
Linotype, Monotype, Stereotype Special Mixtures
QUALITY
First, Last and All the Time
E. W. Blatchford Co.
230 N. Clinton St. Chicago — World Building New York

We cater to the Printing Trade in making the most up-to-date line of
Pencil and Pen Carbons
for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

WOODTYPE
THE BEST AND CHEAPEST IN THE MARKET
Write for Sample Sheet.
Expert Makers:
AMERICAN WOOD TYPE CO.
302 McDougal St., Brooklyn, N.Y.

The Printer Knows



Buy or Specify

HOWARD BOND
WATERMARKED

For All Business Uses

A job of letterheads, billheads or other office forms, whether run singly on a platen or four-up on a cylinder, requires a sheet that stands up uniformly.

The customer generally leaves all that to the printer, because he is the man who knows. He knows paper and he knows printing.

Howard Bond is a mighty strong printing paper—clear and white as snow—due to the coldest of natural spring waters used in its making. Its reasonable price further makes it the logical business paper to use.

In selecting a stock for all office uses, we urge printers and lithographers to standardize on Howard Bond. Specify it to your customers. Use it for all their office printing.

Write us today for sample book showing Howard Bond in all colors, weights and sizes.

Distributors the country over.

HOWARD PAPER COMPANY
Urbana, Ohio.

COLLINS OAK LEAF BRANDS

It Will Not Be Easy to Get Coated Cardboards this Autumn

—but we are doing all that is possible to supply the great demand for *Oak Leaf Quality Cardboards* and we ask your co-operation.

We face a shortage of raw materials and a lack of transportation facilities. These conditions must be anticipated, and you can assist very materially in relieving the situation, by forethought in placing orders with your dealer.

Oak Leaf Quality Cardboards are cut from twenty-eight inch rolls. Try to confine your orders to sheets of the standard size, 22 x 28

Don't delay in placing your orders. There are no signs of lowering prices and it will be to our mutual advantage if you will endeavor to carry a normal stock of Translucents, Blanks, Railroads, etc., to take care of ordinary needs.

Plan your orders far enough in advance to allow ample time for a possible delay in delivery.

We have many direct proofs of fine co-operation from the Printing Trade and we feel confident that a continuance of this will tend to improve future conditions.

Continue to use Oak Leaf Brand Cardboards and Coated Covers. You will find them always uniform in Quality

"The Best in Cardboard Since 1857"

A. M. COLLINS MANUFACTURING CO.

PHILADELPHIA, U. S. A.

COLLINS OAK LEAF DEALERS

ONE HUNDRED DEALERS IN FIFTY-SEVEN CITIES
CARRY OAK LEAF QUALITY PRODUCTS BECAUSE
THEY KNOW THERE ARE NONE BETTER

ALBANY, N. Y.
Hudson Valley Paper Co.
Fischel Paper Co.

ATLANTA, GA.
*The Whitaker Paper Co.

BALTIMORE, MD.
*Henry D. Mentzel & Co.
*The Whitaker Paper Co.

BOSTON, MASS.
*The Whitaker Paper Co.
The A. Storrs & Bement Co.
Cook-Vivian Co.
Stone & Andrew, Inc.
The Arnold-Roberts Paper Co.
John Carter Co., Inc.

BRIDGEPORT, CONN.
*New Haven Paper Co.

BUFFALO, N. Y.
*The Alling & Cory Co.

CHICAGO, ILL.
*Chicago Paper Co.
Berkshire Company
Empire Paper Co.
Knox & Wolcott Paper Co.
Messinger Paper Co.
Midland Paper Co.
Parker - Thomas & Tucker Paper Co.
The Whitaker Paper Co.

CINCINNATI, OHIO
*The Whitaker Paper Co.

CLEVELAND, OHIO
*The Central Ohio Paper Co.

COLUMBUS, OHIO
*The Central Ohio Paper Co.

DALLAS, TEXAS
*E. C. Palmer & Co., Ltd.
West Cullum Paper Co.

DAYTON, OHIO
*The Whitaker Paper Co.

DENVER, COLO.
*The Whitaker Paper Co.

DES MOINES, IOWA
The Western Newspaper Union

DETROIT, MICH.
*The Union Paper & Twine Co.
*The Whitaker Paper Co.

HAGERSTOWN, MD.
Antietam Paper Co., Inc.

HARRISBURG, PA.
Donaldson Paper Co.

HARTFORD, CONN.
Rourke-Eno Paper Co.
*New Haven Paper Co.

HOUSTON, TEXAS
*E. C. Palmer & Co., Ltd.
The Paper Supply Co.

INDIANAPOLIS, IND.
*C. P. Lesh Paper Co.
*The Whitaker Paper Co.

JACKSONVILLE, FLA.
*Antietam Paper Co., Inc.

KANSAS CITY, MO.
Kansas City Paper House
The Mid Western Paper Co.

LINCOLN, NEB.
Lincoln Paper Co.

LOS ANGELES, CAL.
*Zellerbach Paper Co.
Blake-Moffitt & Towne Paper Co.

LOUISVILLE, KY.
*Louisville Paper Co., Inc.

LYNCHBURG, VA.
Caskie-Dillard Co., Inc.

MILWAUKEE, WIS.
*The W. F. Nackie Paper Co.

MINNEAPOLIS, MINN.
*The John Leslie Paper Co.

NASHVILLE, TENN.
*The Graham Paper Co.

NEW ORLEANS, LA.
*E. C. Palmer & Co., Ltd.

NEWARK, N. J.
*J. E. Linde Paper Co.
*Lasher & Lathrop, Inc.

NEW YORK CITY, N. Y.
Jay H. Albere
American Paper Mills Corp.
Alexander-Holden Paper Co. Inc.
Beekman Paper & Card Co., Inc.
Forest Paper Co., Inc.
Joseph I. Grady, Inc.
Harlem Card & Paper Co.
Holden & Hawley, Inc.
C. B. Hewitt & Bros., Inc.
Junger Paper Co.
Lasher & Lathrop, Inc.
*J. E. Linde Paper Co.
Manhattan Card & Paper Co.
Richter Card & Paper Co.
Royal Card & Paper Co.
M. & F. Schlosser
W. G. Willmann Paper Co., Inc.
Whitehead & Alliger Co.

NEW HAVEN, CONN.
*New Haven Paper Co., Inc.

NORFOLK, VA.
R. P. Andrews Paper Co.

OAKLAND, CAL.
*Zellerbach Paper Co.

OKLAHOMA CITY, OKLA.
The Western Newspaper Union

OMAHA, NEB.
Carpenter Paper Co.
*Western Paper Co.
Field-Hamilton & Smith Paper Co.

PHILADELPHIA, PA.
Charles Beck Co.
A. S. Datz & Son
Garrett-Buchanan Co.
*A. Hartung & Co.
*D. L. Ward Co.

PITTSBURGH, PA.
*The Alling & Cory Co.

PORTLAND, ORE.
Blake, McFall Co.
*Zellerbach Paper Co.

PROVIDENCE, R. I.
R. L. Greene Paper Co.

RICHMOND, VA.
*The Whitaker Paper Co.

ROCHESTER, N. Y.
*The Alling & Cory Co.

ST. LOUIS, MO.
*Acme Paper Co.
The Graham Paper Co.

ST. PAUL, MINN.
*Nassau Paper Co.

SALT LAKE CITY, UTAH
Lambert Paper Co.
*Western Newspaper Union

SAN ANTONIO, TEXAS
*San Antonio Paper Co.

SAN FRANCISCO, CAL.
Blake-Moffitt & Towne Paper Co.
*Zellerbach Paper Co.

SEATTLE, WASH.
American Paper Co.
*Zellerbach Paper Co.

SPOKANE, WASH.
*John W. Graham & Co.

SPRINGFIELD, MASS.
*The Paper House of New England

SPRINGFIELD, OHIO
Singer-Leedom Paper Co.

TOLEDO, OHIO
*The Central Ohio Paper Co.

TROY, N. Y.
Troy Paper Co.

WASHINGTON, D. C.
R. P. Andrews Paper Co.

WORCESTER, MASS.
*Chas. A. Esty Paper Co.

YORK, PA.
R. P. Andrews Paper Co.

WINNIPEG, CANADA
John Martin Paper Co., Ltd.

*Agents for "Oak Leaf Coated Covers." Watch for announcement of the new lines to be featured during 1920

A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U. S. A.



The Watermark of Excellence

This full-page announcement appeared in newspapers throughout the country about August 17. Send for copies of it to send to your principal customers.

AMERICAN WRITING

EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

The onward sweep of a new era in the Printing and Paper Industries

Printers and Paper Merchants everywhere now tying up to campaign selling the Printer's service to the buyer of printing and placing the specification of the paper in the Printer's hands

THE success of the newspaper campaign of the American Writing Paper Company has been recognized on all sides. From every section of the country a flood of letters has poured in to the general offices in Holyoke. Printers and Paper Merchants everywhere have been enthusiastic in endorsing the decision of the American Writing Paper Company to sell the Printer's service to the buyer of printing, and to go on record that the specification of the paper should be in the Printer's hands. Following are merely a few of the comments that have been received:

One Printer writes:

"Just finished reading the full-page ad in the Boston *Post*, and could not refrain from writing immediately. In my opinion this is the broadest and strongest tie-up with the Printer I have ever seen. It's bully. The attitude taken by your company in dignifying the printing business and profession can't help but draw to you every broad-gauged, progressive Printer in the country. It is capitalizing the modern trend.

"This advertising draws us to you in a way that will be reflected in our paper-buying, because it is undoubtedly going to improve our relations with our customers. Coming from a company of your importance, it is impressive."

One customer's viewpoint completely changed

Another Printer tells of a customer who was in the habit of buying his envelopes and turning them over to his Printer to be printed. "After reading the first full page announcement of the American Writing Paper Company," writes the Printer, "this customer decided that if he did not have enough confidence in me to trust me in buying the paper, he had better discontinue doing business with me. As a result he is now allowing me to buy all his paper, and I naturally feel kindly toward the American Writing Paper Company for helping to bring this about."

From the angle of the Paper Merchant it is interesting to note the comment of John S. Heverly, of the Garrett, Buchanan Company of Philadelphia, who writes:

"We like it so well that we would be pleased to place a copy in the hands of every name on our mailing list. Therefore we could use 3,500 copies."

The unfolding of a big plan

An article in the June 5 issue of PRINTING sums up the whole situation as follows:

"While the display advertising in the newspapers is being done on a large scale, perhaps an even more important feature is the linking up with the campaign of Printers, Lithographers and Paper Merchants. As the ramifications of the general scheme reveal themselves, it can be seen that the big paper manufacturing company is setting up a huge, far-reaching campaign for the betterment of the industry at large, in which all factors are being carefully dovetailed together."

AMERICAN WRITING PAPER COMPANY
Holyoke, Mass.

PAPER COMPANY
PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



The economic position of the paper merchant in the printing industry

Report Number 6, of a series on the present-day relationship between Paper Merchant, Paper Mill, Printer and Buyer.

"BY the operation of a transfer station at Waverly, N. J., the Pennsylvania Railroad last year saved over 15,000 freight cars. Suppose that in twenty-five, fifty, one hundred years from now someone rises and declares that the Pennsylvania Railroad Company should abolish this transfer station in the interest of economy; that it represents an unnecessary link in the chain of distribution and that freight should be shipped direct to each consignee instead of being sorted and reloaded at Waverly—do you think he would have any good argument to sustain his contentions?

"And yet the Waverly transfer station is merely a jobber and performs the same functions that a jobber does in the mercantile world. In other words, instead of sending a carload from some small town in New York State direct to some far-away destination and reshipping various small shipments at innumerable places en route, the car is rushed to Waverly where it is unloaded and its contents consolidated with those for the same destinations from many other cars from different places, so that solid carloads can be sent through to each of the towns for which shipments were included in the original cars."*

The Watermark of Excellence

Paper Merchant the "transfer station" of the paper industry

The Paper Merchant receives odd shipments from the mills, stores those shipments until the paper is demanded by individual

*From an article on "The Jobber as an Economic Factor in Sales Work," by S. Reid Warren, in *Printers' Ink*.

AMERICAN WRITING
EAGLE A PAPERS: BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET

Printers,** and then gathers together all the various kinds of paper that any one Printer needs and sends it to him when he needs it, where he needs it, in one shipment, with one invoice. This is all done in the same way, and on the same principle, that the Pennsylvania Railroad makes up carload lots of shipments from various towns to some one town.

If we stop to think what an expensive and inconvenient thing it would be for a single mill to make many small shipments to Printers, and how much it would add to the cost to consumers, we will cease to look on the Paper Merchant as a "middleman" adding to the cost of distribution, and see in him an economic necessity.

The function of the Paper Merchant is primarily that of distributor. For an individual mill to distribute in small quantities to the thousands of Printers throughout the country would be a tremendous waste. The Paper Merchant can do this for only a fraction of what it would cost the mills to do it themselves if they had to employ their own sales organizations to call on each individual Printer, and if they had to maintain large credit departments to take care of the credits of Printers in some cases thousands of miles away. Every mill would have to have organizations of this kind, which would represent 100% overlapping.

Attitude of American Writing Paper Company

Following is a quotation from a speech recently made by B. E. Hutchinson, Treasurer of the American Writing Paper Company:

"We do not want to miss this opportunity to say a word of appreciation of the important and essential function performed by the Paper Merchant in merchandising paper. The service which you Printers receive from the Paper Merchant by having maintained at your door varied stocks of paper upon which you can draw at will for any quantity, large or small, is essential to the successful pursuit of your business and the rendering of adequate printing service to the public. If the Paper Merchant did not supply this need, his facilities would have to be created either by the Printer or by the manufacturer, and I firmly believe neither of us could do the job as economically nor as efficiently as it is now handled by the Paper Merchant."

A suggestion to Printers

To all Printers the American Writing Paper Company makes the following suggestions:

Work *with* your Paper Merchant.

Select your Paper Merchant on a basis of *service*, and then maintain a permanent business relationship with him.



The Watermark of Excellence

American Writing Paper Company
Holyoke, Mass.

** Note: In general where the term "Printer" is used in this announcement, it refers not only to the commercial printer, but also to the offset printer, the lithographer, the engraver, and the stationer.

PAPER COMPANY
PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES

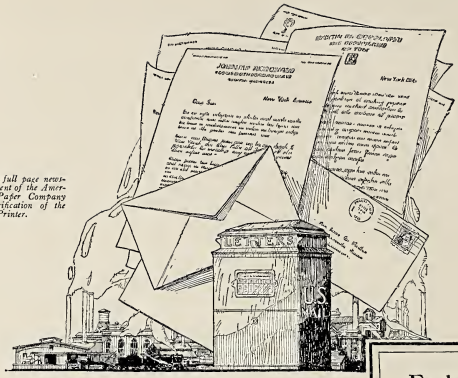


Illustration from full page newspaper advertisement of the American Writing Paper Company putting the specification of the paper up to the Printer.

Airpost Bond
Chevron Bond
Acceptance Bond

You can specify these papers with entire confidence

"WHAT paper shall I use for this job?" asks the modern Printer. His customer realizes that the Printer should specify it—that he is the only one who *should* judge. Yet with respect to many papers the Printer is in the dark. He does not know the materials that go to make them, the degree of care with which their quality is standardized and maintained. He does not know the accuracy with which they have been inspected.

The Scientific Research Laboratory of the American Writing Paper Company has been organized to relieve the Printer of this responsibility. Taking the ideas and suggestions of the practical mill men in its twenty-six mills, the Laboratory works out and perfects the best methods of paper making. All raw materials are carefully and scientifically inspected to make sure that the finished product will be up to standard. The finished product itself is carefully inspected.

The Watermark of Excellence

Airpost, Chevron and Acceptance Bonds are three papers that have been standardized and perfected in this way. They are all especially recommended for business stationery, for circular letters describing high-grade merchandise and service, for office forms requiring much handling.

Following are the stock sizes and weights:

17 x 22—13, 16, 20 and 24 pounds
22 x 34—26, 32, 40 and 48 pounds

AMERICAN WRITING PAPER CO.
Holyoke, Mass.

Eagle A Bond Papers

Coupon
Hurlbut Bank Bond 1822
Archive
Agawam
Government
Old Hempstead
Persian
Roman
Hickory
Contract
Standard
Bankers
Indenture
Vendome
Victory
Debenture
Security Trust
Assurance
Spartan
Japan
Wisconsin
Rival
AIRPOST
CHEVRON
Gloria
Quality
Revenue
Derby
ACCEPTANCE
Norman
Vigilant
Option
Freedom

AMERICAN WRITING PAPER COMPANY

EAGLE A PAPERS:—BONDS—WRITINGS—LEDGERS—BOOK PAPERS—OFFSET PAPERS—COVER PAPERS—PAPETERIES—TECHNICAL PAPERS—SPECIALTIES



Good Paper Encourages Good Work in the Pressroom

THE pressman gives more care to his make ready when he knows that good paper is to be used. Good paper shows the care and skill with which he makes ready.

The feeder prefers to feed good paper for he knows it prevents many of the disagreeable jobs that follow press delays. Similar working conditions hold true for the employees in the bindery.

With the better spirit that the use of good paper occasions, comes better printing—often at lower costs than when less dependable papers are used.

Every one of the papers in The Lindenmeyr Lines is a dependable paper. Whether you print office stationery, catalogs, de luxe booklets or large editions of books, you will find among The Lindenmeyr Lines a paper that will give you commendable results.

We are glad to supply sample sheets, dummies or printed specimens of the few papers listed below or of any of the other papers of The Lindenmeyr Lines.

Warren's Standard Printing Papers

Strathmore Covers
Buckeye Covers

ESTABLISHED 1859

HENRY LINDENMEYR & SONS

32-34-36 BLEECKER STREET
NEW YORK CITY N.Y.

THE LINDENMEYR LINES

BRANCH HOUSES:

54-56 Clinton St.
Newark
N. J.

16-18 Beekman St.
New York
N. Y.

58-60 Allyn St.
Hartford
Conn.

MANUFACTURERS

of Printing Machinery and Supplies

Sell in Great Britain!

This long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American-made machinery, equipment and supplies essential or advantageous to the printing, box-making, and allied trades.

We Can Guarantee Excellent Business For Good Products

BRITISH PRINTERS, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit in their plants.

AS ONE OF THEIR LEADING ENGINEERS, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

IN ADDITION TO OUR FACILITIES for handling agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

AN ASSOCIATION WITH THIS RELIABLE HOUSE, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

WALKER BROS.

(USHER-WALKER, Ltd.)

Engineers and Dealers in Machinery and Sundries for the Printing, Box-Making and Allied Trades.

Main Offices and Showrooms, 33 Bouverie Street, Fleet Street, London (E. C. 4), England

Sorting Rags For BERMINGHAM & PROSSER Papers



A part of Bermingham & Prosser service to users of printing papers is the "sorting over" of hundreds of papers in order to classify the *best* for each particular printing purpose.

Write us before you print.

BERMINGHAM & PROSSER CO.

Kalamazoo, Michigan

Chicago Office:
10 South La Salle Street

New York Office:
347 Fifth Avenue

Sorting Rags

The First of a Series of Articles on Paper-Making

Rags constitute the basic material in many B. & P. printing papers. Rags usually reach the mill in huge bales. They are first run through the dusting machine where all loose dirt is "spanked" out of them. The loose rags are then distributed to heavy wooden boxes with screens of coarse wire in the bottom, where experienced women sorters separate the "goats from the sheep"—the silk, wool, buttons, elastic, from the linen and cotton goods. Often there is a long scythe-like blade fastened to the screen, on which the sorter opens seams and cuts off buttons. Sometimes the sorter is happily surprised by finding money or small pieces of jewelry.

Silk and wool are cast aside for resale, since they do not respond in the desired manner to the chemical treatment through which rags are put. All cotton and linen materials are graded and put in baskets to be used for different grades of paper.

On the way to the steam cooker the rags are shredded in a machine into what grandmother would call "carpet rags" and then dumped into a great steel cooker or digester where they are cooked in live steam and chemicals until all coloring, impurities and foreign matter are removed.

Reliability Is a Natural Quality of

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



Distributors

ALBANY.....W. H. Smith Paper Corporation
ATLANTA.....Sloan Paper Company
BALTIMORE.....Baltimore Paper Company, Inc.
BOSTON.....Carter, Rice & Co., Corp.
The A. Storrs & Bement Company
BUFFALO.....The Disher Paper Company
CHICAGO.....Swigart Paper Company
The Paper Mills' Company
CINCINNATI.....The Chatfield & Woods Company
CLEVELAND.....The Union Paper & Twine Company
DES MOINES.....Pratt Paper Company
DETROIT.....The Union Paper & Twine Company
HARRISBURG.....Donaldson Paper Company
KANSAS CITY.....Benedict Paper Company
LOS ANGELES.....Blake, Moffitt & Towne
LOUISVILLE.....The Rowland Company, Inc.
MANILA, P. I.....J. P. Heilbronn Company
MILWAUKEE.....The E. A. Bouer Company
MINNEAPOLIS.....Minneapolis Paper Company
NASHVILLE.....Clements Paper Company
NEWARK.....J. E. Linde Paper Company
NEW HAVEN.....The A. Storrs & Bement Company
NEW YORK.....J. E. Linde Paper Company
Miller & Wright Paper Company
NORFOLK.....R. P. Andrews Paper Company, Inc., of Va.
OMAHA.....Carpenter Paper Company
PHILADELPHIA.....A. Hartung & Company
Riegel & Company, Inc.
PITTSBURGH.....General Paper and Cordage Company
PORTLAND, ME.....C. H. Robinson Company
PORTLAND, ORE.....Blake, McFall Company
RICHMOND.....Virginia Paper Company
SALT LAKE CITY.....Carpenter Paper Company of Utah
SAN FRANCISCO.....Blake, Moffitt & Towne
SEATTLE.....American Paper Company
SPOKANE.....Spokane Paper and Stationery Company
SPRINGFIELD, MASS.....The Paper House of N. E.
ST. LOUIS.....Beacon Paper Company
ST. PAUL.....E. J. Stilwell Paper Company
TACOMA.....Tacoma Paper and Stationery Company
WASHINGTON.....R. P. Andrews Paper Company
WINNIPEG, MANITOBA, CANADA...The Barkwell Paper Company
EXPORT.....A. M. Capen's Sons, Inc., New York
W. C. Powers Company, Ltd., London, England
ENVELOPES..United States Envelope Company, Springfield, Mass.

WHEN you select a bond paper, you want one you *know* to be of good, honest quality — and one whose quality will be the same every time you order it. Experience has taught you the value of uniformity.

With SYSTEMS BOND, the chance for variation is reduced to the limit. The Eastern Manufacturing Company conducts every step of manufacture from sorting the rags and cutting the logs to packing the finished paper. This not only insures uniformity, but makes possible the production of a rag-content, loft-dried paper at a reasonable price.

A request to any of the distributors or to us will bring you samples.

EASTERN MANUFACTURING COMPANY

General Sales Offices: 501 FIFTH AVENUE, NEW YORK

Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

Wanted
A Correspondent

Salary $15,000 a Year

"Journalism is the key to writing more interesting and effective letters," says Starr McMasters. Mr. McMasters ought to know something about this particular subject for he is the man who secured the position at $15,000 a year advertised by The Valley Forge Manufacturing Company.

Mr. McMasters tells how to apply the best newswriting methods to sales correspondence in our latest Old Hampshire booklet. He was formerly managing editor of a great Chicago daily paper. He became interested in a manufacturing business in Fostoria, Ohio, where he developed and perfected his news system for sales letters.

We got the exclusive story of this new method of writing letters through a newspaper reporter who interviewed both Mr. McMasters and the president of The Valley Forge Company. The reporter includes in his interview some actual examples of successful letters written by Mr. McMasters.

The many thousands of friends and users of Old Hampshire Bond who have read our previous booklets (Backing Up Your Salesman, The Letters of Judson McGee, and the twelve booklets in our Course in Salesmanship) will all want a copy of Wanted a Correspondent—Salary $15,000 a Year. It is the most helpful booklet on letter-writing that we have ever published.

The Hampshire Paper Company acknowledges its responsibility to do something more than manufacture the best bond paper. We have a further obligation and that is to do what we can to improve the character and efficiency of the business letter. Even though you may not be using Old Hampshire Bond, you are still welcome to a copy of our latest booklet. Send for it.



HAMPSHIRE PAPER COMPANY

Makers of Old Hampshire Bond

SOUTH HADLEY FALLS, MASSACHUSETTS



Go to Goes for

Stock Certificates
Both Regular-Litho and Steel-Litho Designs
Stock-Certificate Binders
Bordered Blanks

Diplomas — **Certificates of Award**
Bonds — **Mortgage Notes**
Charters — **Insurance Policies**
Marriage Certificates and Licenses

Bound and Loose-Leaf Corporation Record-Books

Lithographed Calendar Pads

Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards

Samples of any of these Goes Printers' Helps upon request

Goes Lithographing Company

45 West 61st Street
Chicago



Save Hours of Production Time in Every Mechanical Department and Improve the Quality of Your Product by Installing

The PREMIER LINE-UP and REGISTER TABLE

(Patented June 15, 1920)



Standard size for sheets up to 51 x 40. Larger sizes to order.

THE Premier Table will free the stones of line-up work and save hours of time for stonemen; it will practically eliminate press-waiting time in the shifting of forms for position and register, and while running will insure that correct position and register are maintained; it will save the bindery man hours of time—he sets his folding machines for the first signature on a job and all other signatures which follow will feed to the same identical folding machine guides.

The printing plant without a Premier Register and Line-up Table is not earning its full measure of profits. Write us for complete information.

PREMIER REGISTER TABLE CO.
107 West Canton Street — BOSTON, 18, MASS.

By pushing a button—

you can get any desired speed and you can start or stop the

PUSH-BUTTON CONTROL MOTOR

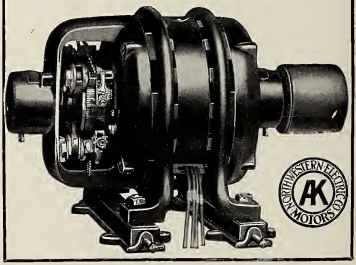
The motor is under perfect control at all times. The push-button feature enables you to vary the speed to suit the needs of the job on the press.

Illustrated folder, giving prices, free on request.

Northwestern Electric Co.

408-416 South Hoyne Ave., Chicago, U. S. A.

KANSAS CITY, MO., 1924 Grand Ave. — MINNEAPOLIS, 8 N. Sixth St.
TORONTO, 308 Tyrell Bldg., 95 King St., E.



IDEAL

Guaranteed Flat Gummed Paper

GUARANTEED
FLAT FLAT
GUMMED PAPER

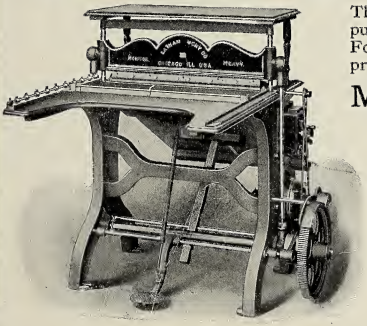
Does it lie flat? Try it and see!

IDEAL COATED PAPER COMPANY

Mills and Main Office, BROOKFIELD, MASS.

NEW YORK CHICAGO CINCINNATI

Speed Combined with Durability



This is what every buyer looks for when purchasing a Round-Hole Perforator. For this reason there has been an unprecedented call for

Monitor Extra Heavy Perforators

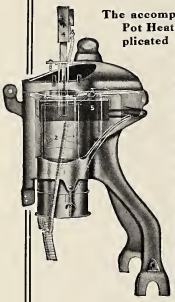
Equipped with Feed Gauge and Back-Roll Delivery makes it possible to perforate any number of parallel lines of perforation at one handling of the stock through the machine, thereby giving the necessary speed.

Our specially hardened Die Plate makes it the most durable machine on the market.

LATHAM MACHINERY COMPANY

45 Lafayette St. NEW YORK
Ann and Fulton Sts. CHICAGO
130 Pearl St. BOSTON

An Electrical System of Heating Type Metal Pots



The accomplishment of Fort-ified Electric Pot Heaters is the elimination of complicated mechanisms.

Visible connections, sturdy construction and a simple and effective temperature control have made this pot operable under every condition.

Our new daylight factory (just completed) soon will make possible the rendering of prompt service. At present we are several hundred orders behind and we suggest that you place your orders now for fall delivery.

More than two years of successful operation in representative printing establishments, backed by our liberal guarantee, is your assurance Fort-ified Electric Pot Heaters will serve you best.

May we send you particulars?

Fort-ified Manufacturing Company

14th St. and Agnes Ave., Kansas City, Mo.

THE LATHAM WAY

SIMPLICITY and DURABILITY

COMPLETE PLATE MOUNTING System for Book, Catalogue and Color Printing

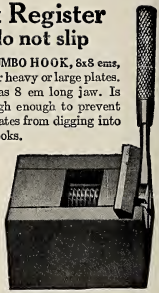


Three-Piece Register Hook

Hold Perfect Register
These hooks do not slip



JUMBO HOOK, 8x8 ems, for heavy or large plates. Has 8 em long jaw. Is high enough to prevent plates from digging into hooks.



8x8-em HOOK
No springs or gears. Rigid and interchangeable to accommodate the smallest margins. Has 6 ems travel and cannot work loose.
Result: Perfect Register.

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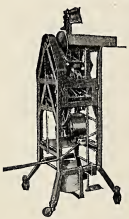
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—Always behind on deliveries

A prominent manufacturer complained that his factory was continually falling behind on deliveries. Efforts to speed up production showed little change for the better. Upon investigation we found that his packages were still being tied in the old way—by hand. He had to depend on from three to five employees to take care of the tying, and if one employee was sick it meant a serious delay in delivery of the finished product.

We advised the installation of a

BUNN Package-Tying Machine



and one was put in on trial. Production figures began to climb, and in a couple of weeks everything was running smoothly. One operator and the Bunn were able to produce as much work as done by three or four girls in the old way.

Moral—Get a Bunn. (No obligation to arrange for a ten-day free trial. Glad to do it.)

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Printers and publishers will be interested in the larger model of our machine. It is especially adapted to handle bulky and difficult packages. Ask us for information.

A Magazine "somewhat different" from the other periodicals devoted to the graphic arts is

THE PRINTING ART

Issued monthly by The University Press Cambridge, Mass.

You will find in every issue a wealth of valuable material available through no other single source. There are ideas and suggestions of help to the engraver, printer, artist, advertising man, and others in allied lines. Much of the work is supplied as exhibits, firms in all sections of this country and in foreign countries contributing. A "specimen exchange" would be a good description for THE PRINTING ART.

Subscription, $4.00 per year; 40 cents per copy. Canadian, $4.50 per year; 45 cents per copy. Foreign, $6.00 per year; 60 cents per copy.

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THE PRINTING ART
CAMBRIDGE, MASS.

NATIONAL SAFETY PAPER

Which one will you oblige?

The check-changer would like to have you print your customers' checks on plain paper — they're so easily altered.

Will you oblige him, or will you protect your friend, the customer, by recommending checks on National Safety Paper? They make alteration with acid, eraser or knife impossible — a glaring white spot betrays the change.

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Famous Byron Weston Products

- ☐ Byron Weston Record Paper . . . Highest grade ledger
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Check the items in which you are interested and we will send you sectional sample books.

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C. H. DEXTER & SONS, Inc.
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Do Away with Strings and Rubber Bands

Your margins may be very narrow or you may be running perforating rules, or any complicated forms. With the Casper Gripper you can eliminate such makeshifts as Strings and Rubber Bands.

The Casper Gripper securely holds the sheet to the platen in absolute register, and prevents it from sticking on the form. You can adjust it in a jiffy and when once set it stays set. It is extensively used with automatic feeders and fits any machine.

Complete set, 8 x 12 . . $9.00
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Pat. Dec. 30, 1919 When ordering state size and kind of press.

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More than a "Counter." Gives accurate production figures, prevents overruns, avoids loss. A regular watch dog over your business.

Write for Bulletin No. 41 and find out the why of "The Productimeter"

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20 inches wide, 60 inches long.
Takes stone or plate 16x22 ins., will print 16x19 ins.
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A man of ability will be assured a permanent position in largest specialty house of its kind in the world. Modern daylight shop. Two nines and one "C."

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Complete set of entire line, for the coming season, mailed upon receipt of $1.25. *Remember, we are Manufacturers.*

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We carry in stock 234 items of BOOK and 1488 items of COVER Papers, and back them with good service.

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Complete with Motor

"Better than Many —Equal to any"

SAWS and TRIMS One Operation

Table Elevated from Saw and Trim Position to Sawing Position in Three Seconds

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INDIAN BRAND GUMMED PAPER

Look for the "Indian" trademark on every package of gummed stock that you buy. It is the sign of gummed paper jobs that run without a hitch and meet the requirements of your most exacting customers. "Indian Brand," made of carefully selected stock, is finished to a perfect printing surface that registers clean, brilliant impressions.

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Canadian Plant

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Peterboro, Ont., Canada



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This gripper equipment is in use in thousands of shops, recognized everywhere as the BIGGEST little time and labor-saving platen press production booster ever introduced. Send in your order today. Repays cost on first narrow-margin job.

MILLER HOLD-FAST GRIPPER, complete with two Auxiliary Grippers, for C. & P. Presses: 8x12, $6.00; 10x15, $7.00; 12x18, $8.00' Extra Auxiliary Grippers, either size, each 50c.

MILLER STRING FASTENERS, set of two, 50c.



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Everywhere in America!

In the biggest newspaper and magazine pressrooms and in the smallest job printeries, wherever economy and efficiency are appreciated

The Monitor System

is paying its way. A move of the finger starts and stops, retards and accelerates. So simple the novice can't cause an accident; so efficient the master pressman finds his every requirement satisfied.

"Just Press a Button"

Your plant can be easily and economically equipped. Let us tell you about the particular Monitor Controller for you, whether you use alternating or direct current. We'll gladly do it—without obligation.

Monitor Controller Company

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Buffalo
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Philadelphia
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THE MOST PROGRESSIVE HOUSE IN THE CITY

A STERLING PLATE OR SET OF PLATES WHEN HANDLED PROPERLY ON THE PRESS IS GOOD FOR 200,000 RUNS. ON SUCH RUNS, HOWEVER, ELECTROTYPES ARE MADE, NOT TO SAVE THE WEAR OF THE ORIGINAL, BUT TO CUT DOWN THE TIME AND COST OF THE RUN.

IT IS PREREQUISITE IN THE MAKING OF GOOD ELECTROS THAT THE ORIGINAL PLATE BE DEEPLY ETCHED AND PERFECTLY FLAT TOPPED, FLAWLESS IN EVERY RESPECT. STERLING PLATES HAVE THESE PREREQUISITES.

CALL BEEKMAN 2900 FOR THE DOWN-TOWN OFFICE, OR LONG ACRE 820 FOR THE UP-TOWN OFFICE, WHEN YOUR COPY IS READY.

The STERLING ENGRAVING COMPANY

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NEW YORK CITY, N.Y.



PICTURES have always been the only language that persons of all nations and all ages could understand. A picture with a brief description is a better presentation of any article than pages of eloquence in type.

Every circular or catalog is intended to be a silent salesman. Like the man, it may be genteel and high grade—a **real selling force,** or by its inferiority, misrepresent the superior article it advertises.

Making pictures—**CUTS**—for all illustrating and advertising purposes—is our business.

Without enumerating the different kinds and grades of engravings, the point we wish to emphasize is, that we have unexcelled facilities and capacity for executing large or small orders for any style of cuts or plates for use on the printing press.

GLOBE ENGRAVING & ELECTROTYPE COMPANY

701-721 South Dearborn Street, - CHICAGO

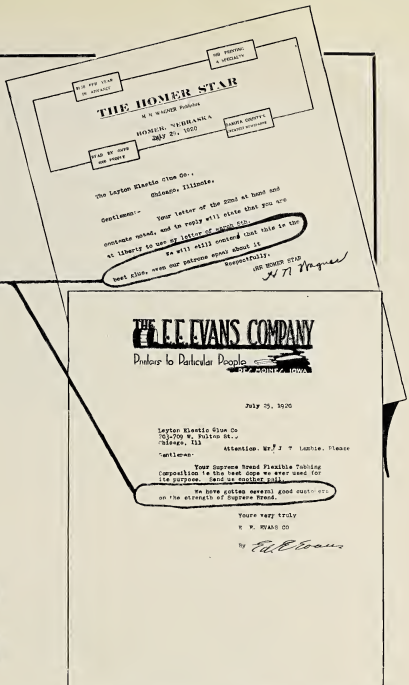
Our scale of prices is the most complete, comprehensive and consistent ever issued. With it on your desk the necessity for correspondence is practically eliminated.

This advertisement is printed from a nickelsteel "GLOBETYPE."

There is *Selling Power* in Supreme Brand Flexible Tabbing Composition

—It will add to the good will of your customers, make them permanent and bring in additional orders.

IT costs no more than many inferior tabbing compositions. Any number of reheatings will not interfere with its qualities. There are no obnoxious odors about it either before or after applying and it contains no inflammable materials. It does not require an expert to apply — spreads easily and evenly. A trial order would prove to you that the use of SUPREME BRAND would mean better satisfaction in your bindery just as it will mean better satisfaction among your buyers of tabbing.


THE HOMER STAR

HOMER, NEBRASKA
July 27, 1920

The Layton Elastic Glue Co.,
Chicago, Illinois.

Gentlemen:- Your letter of the 22nd at hand and contents noted, and in reply will state that you are at liberty to use my letter of March 4th in any way you will still control that this is the best glue, even our patrons speak about it

Yours truly,
HOMER STAR

THE E. E. EVANS COMPANY
Printers to Particular People
DES MOINES, IOWA

July 25, 1920

Layton Elastic Glue Co
703-709 W. Fulton St.,
Chicago, Ill

Attention Mr. J. T. Lambie. Please

Gentlemen:

Your Supreme Brand Flexible Tabbing Composition is the best dope we ever used for the purpose. Send us another pail.

We have gotten several good customers on the strength of Supreme Brand.

Yours very truly
E. E. EVANS CO

By E. E. Evans

Two of the many complimentary letters we are daily receiving from satisfied users of Supreme Brand Flexible Tabbing Composition.

SUPREME BRAND is packed in red, white and natural (amber) color in 5, 10 and 25 pound pails at 37c, 36c and 35c a pound respectively. Ask for special quantity price in larger packages.

Every pound of Supreme Brand Flexible Tabbing Composition is guaranteed to do better tabbing.

Send your order to the distributor named below who is nearest to you:

Chicago.....The Layton Elastic Glue Co. (Mfrs.)	Cleveland, Ohio.....Kingsley Paper Co.	Kansas City, Mo.....Graham Paper Co.
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New York City, N. Y.....Lasher & Lathrop, Inc.	St. Louis, Mo.....Graham Paper Co.	Denver, Colo.Carter, Rice & Carpenter Paper Co.
Philadelphia, Pa.....Paper Mfgrs. Co., Inc.	Nashville, Tenn.....Graham Paper Co.	Spokane, Wash.....Zellerbach Paper Co.
Baltimore, Md.....Hubbs & Corning Co.	Birmingham, Ala.....Graham Paper Co.	Seattle, Wash.....Zellerbach Paper Co.
Richmond, Va.....B. W. Wilson Paper Co., Inc.	New Orleans, La.....Graham Paper Co.	Portland, Oregon.....Zellerbach Paper Co.
Pittsburg, Pa.....The Alling & Cory Co.	El Paso, Texas.....Graham Paper Co.	San Francisco, Cal.....Blake, Moffitt & Towne.

THE LAYTON ELASTIC GLUE CO., 703-709 West Fulton St., Chicago, U.S.A.

MOTOR EQUIPMENTS

Alternating and Direct Current

Quality

WE have proven to the printers, who investigate, that it pays to buy Cline-Westinghouse High Grade Motor and Controller Equipments for any kind of Printing Machinery, from the largest Newspaper Press to the smallest Job Machine.

SAFETY
RELIABILITY
ECONOMY



Service

CONSISTS of reliable engineering consideration of equipment to be used and prompt delivery of every detail.

A large number of well known installations and orders for additional equipments testify to our *Service.*

CLINE ELECTRIC MFG. CO.

NEW YORK OFFICE
Marbridge Bldg., 34th St. and Broadway
Phone, Fitz Roy 1263

MAIN OFFICE
FISHER BUILDING, CHICAGO
Phones, Harrison 1692

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AND ITS APPLICATION TO PRINTING

By E. C. Andrews

THE author's complete understanding of the difficulties that commonly beset the printer in obtaining satisfactory results in colorwork has enabled him to put into this book much of great *practical* value.

The thorough way in which the author treats the subject has been praised by authorities in all parts of the country.

Price, $2.00. Postage, 10 cents extra.

THE INLAND PRINTER CO.
632 Sherman Street, Chicago

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A Real Copy-Fitting System

THE DEINZER SYSTEM
"Makes the space fit the copy and the copy fit the space."

TAKES THE CHANCE OUT OF DETERMINING the space a given amount of copy will fill in any given size or style of type. Saves time wasted in composition by eliminating resetting on Linotype and Monotype or by Hand.

Equally as Valuable and Essential to Advertising Writers and Layout Men

Send for FREE descriptive folder. It tells you all the many ways in which it can save you time, trouble and money. You can easily save its cost on one small job.

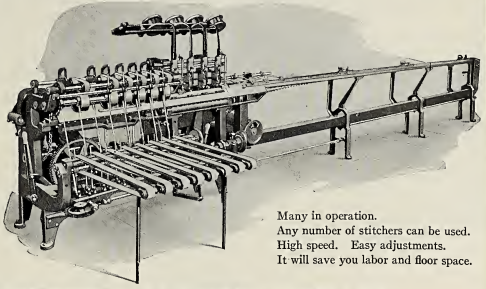
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THE INLAND PRINTER
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CHRISTENSEN'S *Latest Type*

Stitcher-Feeding Machine

Do not confuse this machine with our former machines as this is a new design.



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY
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Send for free copy of "GOOD FORMS FOR BOOKKEEPERS"

NATIONAL BLANK BOOK COMPANY, 30 RIVERSIDE, HOLYOKE, MASS.



Every Piling Requirement—

is fulfilled by one of the nine standard models of the REVOLVATOR. You do not have to pile to suit the machine.

Hand, motor, and combination hand or motor types with revolvable, non-revolvable or open end bases.

If you have barrels, bales, boxes, rolls, cases or anything to pile, the REVOLVATOR will do the work in less time, at less cost, with a fraction of the labor otherwise required—the ceiling only limits its piling ability. *Send for Bulletin I-60.*

REVOLVATOR COMPANY
313 Garfield Ave.
Jersey City, N. J.

REVOLVATOR

REG. U. S. PAT. OFF.



Let **Brown**

Split Grippers

Cut, Crease Punch, Perforate or Emboss

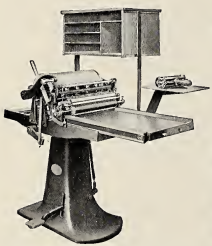
for you while the job is being printed

PRODUCE results equal to work of best special machines, and do some things *no other* device can do. These grippers hold blades, dies, etc., receiving pressure from the furniture in the form. No inked perforations or cut rollers. Inquire or order at once. Money back instantly if not satisfied.

Outfit consists of 1 Split Gripper and belt for attaching to press, 1 perforating blade, 1 creasing blade, and 2 quarter-inch punch dies. In ordering, give size and make of press.

For 10 x 15 press and under, complete, $10.00
Over 10 x 15 press, complete - - - - $12.50
Canada, $11.50 and $14.35

TYPODEX CO. 172 W. Clifford St. Providence, R. I.



This press,

the Potter Proof Press

in the hands of the average workman is a great time-saver

1st. It saves time in taking proof because of its simplicity, ease of operation, speed and convenient arrangement.

2nd. It cuts out the time of productive presses used for press-proofs and color proofs, because these can be done just as well on the Potter.

3rd. It reduces cost by forestalling errors, which later are expensive to correct, through good proof which insures early detection of all errors and defects.

Being efficient in all the uses of a proof press, the Potter saves and makes money, and will be an everlasting satisfaction to you. Potter Proof Presses have been on the market 10 years, but the present machines, with great improvements in design, are as superior to the first ones as they were to the ancient roller presses.

Hacker Manufacturing Company
312 North May Street Chicago

Are You Satisfied?

with the service you are getting from your rollers.

The life of the average roller can be prolonged many months by using

Noe-Equl

The National Cleaner and Type Wash

Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio

THE WARNER

Friction Drive, Foot Control,

Variable Speed Motors for Job Presses



A 30-day trial will convince you that we have the best motor on the market. No rheostat or resistance coils, you get any desired speed and can start or stop by simply pressing the foot lever.

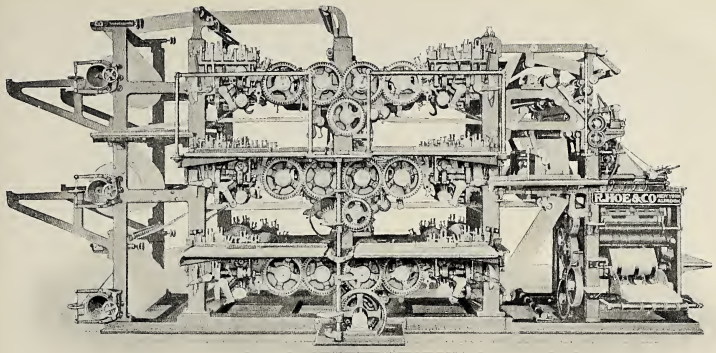
¼ H. P. $60.00
⅓ H. P. $65.00

These prices are F. O. B. Kalamazoo, Mich.

The above is complete with spring base and foot control, all ready for service. 110-volt, 25 to 60 cycles only. Always state voltage and cycles.

We guarantee satisfaction. Write for our booklet on press motors.

WARNER ELECTRIC CO., Kalamazoo, Michigan



FOR SALE

Hoe Three-Roll Two-Plate Wide Newspaper Perfecting Press with Rotary Insetting Folder, Complete with All Necessary Modern Stereotype Machinery Driven by Individual Motors, 16 Iron Top Tables, 1 Elevating Table and 16 Chases

This machine is specially suited for offices requiring a well made, simple, compact, efficient and economical Stereotype Web perfecting press to print newspapers of a varied number of pages up to twenty-four, with cut off 21½ inches. Widest paper rolls 39 inches, folds to half page size.

The running speed per hour is:

15,000 to 18,000 papers of 4, 6, 8, 10 or 12 pages with the sheets all inset, from a double set of plates.

7,500 to 9,000 papers of 14, 16, 18, 20 or 24 pages, inset in book form, composed of two collected sections, from a single set of plates.

12,000 papers of 16, 20 or 24 pages, composed of two collected sections, from a single set of plates.

There is no machine made that will give such a variety of products in so perfect a manner from three narrow rolls of paper and so few stereotype plates, composition rollers and working parts.

The number of columns can be varied at will.

The Ink distribution is the same as in the most expensive Hoe Newspaper presses, and the machine will turn out a higher grade of printing than any other press made to fill the same field.

DIMENSIONS (Approximate)

Length over bed plate	19 feet
Width over bed plate	5 feet
Height	10 feet

The above described machine is equipped for individual motor drive and is operated by Westinghouse 25 h. p. motor, 220 D. C., with Koehler Push Button control. We will sell the above machine at a bargain F. O. B. Regina, Sask. We bought the "Regina Post" which was printed on this press and was considered a most excellently printed paper. This equipment will sell for about half price and is in perfect condition in every respect and can be put into immediate operation. There is nothing broken or damaged in any way whatsoever, and press is as good as new for all practical purposes. If you need a press, do not let this opportunity pass. Immediate delivery can be given.

We have one MODEL 14 LINOTYPE, Serial No. 23364, and one MODEL 19 LINOTYPE, Serial No. 21545, with full equipment, each equipped with Electric Pot and individual motor drive for 110 volt, 60-cycle, single-phase.

These machines have had very little use and for all practical purposes are as good as new.

Also one each MODEL 5 and MODEL 6 LINOTYPE and STYLE A INTERTYPE, with individual motor drive equipment to suit. The Model 6 is in excellent running condition and the Model 5 and Style A Intertype have been rebuilt by one of the best Linotype Experts on the Continent and we guarantee them for all practical purposes as good as new.

Each machine quoted includes full factory equipment and we have a lot of extra magazines, matrices and other equipment for the different machines.

All machines of American manufacture re-enter the United States duty free.

Toronto Type Foundry Company, *Ltd.*

York and Wellington Streets, Toronto, Canada

Branches: Montreal, Winnipeg, Regina

The Typography of Advertisements

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TREZISE

$2 Value *for* $1.00

A valuable book for advertisement compositors and all those interested in effective advertisement display. This book shows the application of the principles governing the selection of the best type faces and their arrangement to make "attention-getting" and readable advertisements. One of the recognized authorities in its field. Hundreds of copies already in use by printers and advertising men.

The regular edition sells for $2 plus postage. The edition we are offering at the special price of $1, post paid, contains the same matter as the regular edition, the only difference being that it is printed in one color and is bound in paper covers. Over 130 pages, size 5 x 7, and more than 60 illustrations.

Only a few copies left

They won't last long at this price. Sign the coupon below, tear off and pin to a dollar bill. The book will be sent to you, post paid, by return parcel post. Order today before they are all gone.

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Here's my dollar—send the special paper-bound edition of "The Typography of Advertisements" by parcel post, prepaid.

Name .....

Address .....

☐ Check here if you want our latest catalogue of books on printing.

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U. S. A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

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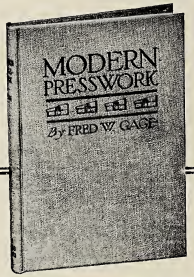
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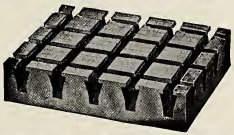
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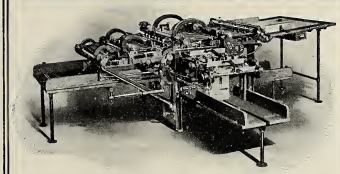


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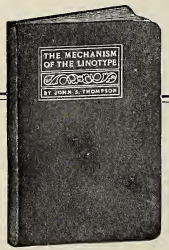
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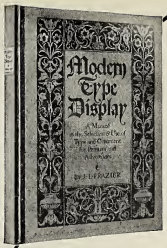
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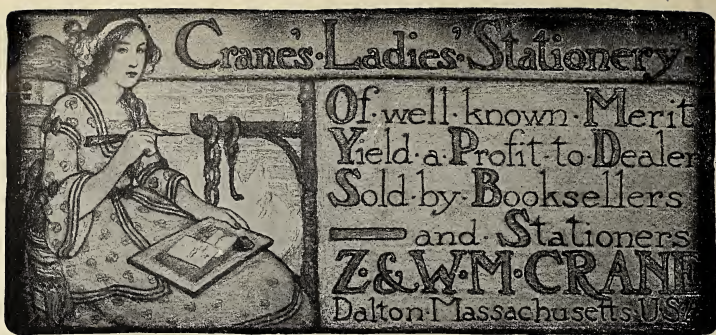
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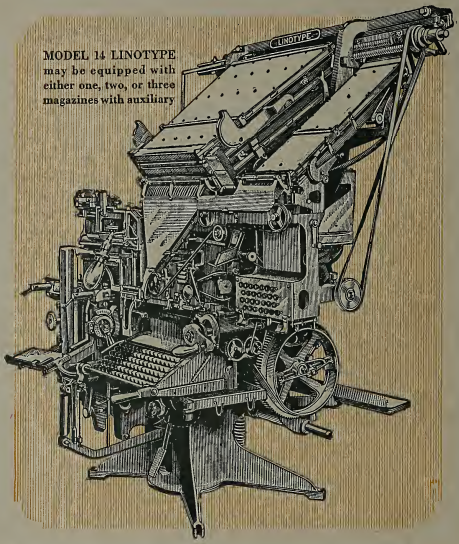
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